CUP NOODLE

カップヌードル

In a time when the Japanese food industry was struggling economically, a man named Momofuku Andou sought to turn the tide. Seeking a new type of food for a new era, he ordered the development of a "cup noodle" - a revolutionary idea for a convenient instant noodle. Overcoming public skepticism as well as doubts, even from those within their own company, Andou and his staff of young developers constantly challenged convention to create this new product. Behind the now familiar cup o' noodle, which has sold over **8.2 billion worldwide,** lies a dramatic story of the struggles of the men behind its success.

Prepare yourself a cup of hot delicious noodles, sit back and discover the story behind the famous instant noodles in a cup. Find out why this product has become, for many, a staple for breakfast, lunch, and dinner, and is now a household name worldwide. When these Japanese innovators set out to make fast food for people on the go, they mean business! They got billions to eat it... now you can read it! Watch out! These noodles are hot! *Slurp! Slurp!*

MANGA / BUSINESS
US $12.95

A FOR ALL AGES

ISBN 1-56970-959-9

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DIGITAL MANGA PUBLISHING
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PROJECT X

CUP NOODLE

CUP NOODLE

カップヌードル

Patric: Bought the book published by DMP, scanned it and uploaded his scans on MangaFox (yes, he released it only in MangaFox... which is weird)

Dille: Saved all the images from MangaFox, made them B&W (for some reason images were orgenally light brown...), leveled them and removed the text that MangaFox adds to all images.
Quality of the scans is pretty bad and removing all the shadows gray crap that shouldn't bee there and rotating the pages would take a lot of time... soooooo... I decided not to do that!

Notes: For some reason Patric didn't scan the eight page

Enjoy!

Tadashi Katoh

Born Februsry 17, 1949. Native of Hokkaido.

Hobbies are: "eating tasty things" and "people watching."

Debuts in 1973 with his work entitled "Ayakashi no Mori (Forest of Mystery)" in Gekiga no. 1 magazine. Following his debut, he begins work on his first series, a sci-fi mystery. In 1976, he moves on to the Shonen magazine genre with his series "Satelito no Niji (Rainbow of Sstellites)", published in Shonen Jump.

In 1985, his series "The Chef" in Manga Goraku magazine, a mature drama that differentiated it from other "Gourmand genre" titles, became a big hit.

His other works include such titles as "Ron Sensei no Mushi Megane (Teacher Ron's Magnifying Glass)", "Hot Doc", and "Ysmeken bengoshi shachi (Ysmeken Lawyer Shachi)".

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INTRODUCTION

"*THE MAGIC RAMEN*" - THIS IS WHAT THE YOUNG STAFF OF THE NISSIN FOODS RESEARCH LAB SECRETLY DUBBED THE CUP OF NOODLES THEY HAD DEVELOPED

THE NAME "*THE MAGIC RAMEN*" REFLECTS THE SENTIMENTS OF MANY PEOPLE WHO HAVE BEEN THROUGH ADVERSE CIRCUMSTANCES FROM THE MANUFACTURING OF SPECIAL NOODLES THAT COULD BE READY TO EAT IN THREE MINUTES ANYWHERE, TO THE CONDENSING OF INGREDIENTS IN THE FIRST ATTEMPT AT CONVERSION INTO DRY FOODS, THE MANY PEOPLE BEHIND THESE INNOVATIVE DEVELOPMENT PROCESSES FACED GROUND BREAKING CHALLENGES IN THE HOPES THAT THE CONSUMER WOULD INDEED FEEL AS IF THEY WERE EXPERIENCING "*MAGIC*"

AT THE TIME, NISSIN FOODS WAS IN THE MIDST OF A SERIOUS FINANCIAL CRISIS

MR. KUNIO MATSUMOTO, IN CHARGE OF NOODLE DEVELOPMENT, HAD ONLY JUST BEEN HIRED, BUT WAS WORKING AT HALF THE SALARY OF OTHER COMPANIES, THERE WAS NO WORK FOR HIM TO DO, SO HE WAS "*ON CALL*" FROM HOME. LIVING A LIFE OF UNCERTAINTY. MR. KAZUO OHNO, IN CHARGE OF DRY FOODS AND INGREDIENTS, ENTERED THE COMPANY AS A PART TIME EMPLOYEE. ALTHOUGH HE HAD DREAMED OF A CAREER IN DEVELOPING MEDICINE, IT DID NOT COME TO BE, AND HIS DAYS OF INACTIVITY CONTINUED

THEN CAME THE CUP NOODLE DEVELOPMENT PROJECT. THIS PRODUCT WAS COLDLY REJECTED AS BEING UNMARKETABLE, NOT ONLY BY THE MARKETPLACE, BUT EVEN BY THOSE WITHIN THE COMPANY ITSELF

FACING NEW CHALLENGES IN AN INDUSTRY IS ALWAYS A BATTLE WITH CONVENTION. THE STAGNANT, SAFE-AND STAID WAY OF THINKING ALWAYS HARBORS DOUBT, AND UNCERTAINTY TOWARDS NEW IDEAS.

(CONTINUED ONTO NEXT PAGE)

MR. MATSUMOTO RECOUNTS THAT THEIR FIGHT WAS FOR A NEW FUTURE THAT DIVERGED FROM THE RAILS OF CONVENTION

"AT ANY RATE, WE MUST MOVE FORWARD. WE'RE NOT IMITATING, CHASING AFTER SOMETHING THAT HAS ALREADY BEEN DONE. WE'RE GOING INTO UNCHARTED TERRITORY. WE CAN GO FORWARD, BUT WE CAN'T GO BACK. TO GO BACK WOULD MEAN TO QUIT AS A SALARY MAN. IT IS TO BRAND YOURSELF WITH THE ADMISSION THAT YOU LACK ABILITY."

MR. MATSUMOTO LOST 12 KILOS IN WEIGHT DURING THE CHALLENGING TIME OF TASTE-TESTING AND DEVELOPMENT. MR. OHNO PUT BODY AND SOUL INTO THE DEVELOPMENT OF THE THEN VIRTUALLY UNKNOWN DRY FOODS PROCESS. WITH DESPERATE ZEAL, THESE MEN OF BUSINESS BLAZED A TRAIL.

AT EVERY WALL THE CUP NOODLE DEVELOPMENT PROJECT HIT, THE TEAM MANAGED TO OVERCOME DIFFICULTIES AND HEAD UNWAVERINGLY TOWARD A SINGLE GOAL. THE ACTIONS, MOTIVATION AND SPIRIT OF EACH INDIVIDUAL TEAM MEMBER TEACH US THAT WE MUST NEVER GIVE UP.

"THE MAGIC RAMEN" - THIS BOOK IS DEDICATED TO CONVEYING THE PASSION OF THE PEOPLE BEHIND THIS PRODUCT'S NAME.

HEISEI YEAR 14 JULY AUSPICIOUS DAY

NHK PROJECT X CHIEF PRODUCER AKIRA IMAI

THE MIRACLE OF 8.2 BILLION SERVED

-THE MAGIC NOODLE, NISSIN CUP NOODLE-

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[KUNIO MATSUMOTO] IN CHARGE OF NOODLE DEVELOPMENT. PRIAT MULTIPLE MOLDS WERE REQUIRED IN ORDER FOR THE DRY NOODLES TO FIT INTO THE SHAPE OF THE DESIGNED CONTAINER. HE DESIGNED THESE MOLDS, AND SPENT EVERY DAY TEST-FRYING THE NOODLES. STRUGGLING WITH THE PROBLEM OF NOODLES THAT WOULD NOT FRY EVENLY, HE ENDURED OVER 20 TASTE TESTS A DAY AS HIS BATTLE WITH THE UNKNOWN CONTINUED

[MOMOFUKU ANDO] PRESIDENT OF NISSIN FOODS. SUCCESSFUL IN THE DEVELOPMENT OF THE WORLD'S FIRST INSTANT RAMEN NOODLE, HE IS CALLED *"THE FATHER OF RAMEN."* AS PEACE INDUSTRY COMPETITION DEVELOPS WITH THE WIDESPREAD RELEASE OF THE INSTANT NOODLE, HE ORDERS THE DEVELOPMENT OF THE ULTIMATE INSTANT NOODLE PRODUCT

[SADAAKI ISHIBASHI] IN CHARGE OF NOODLE DEVELOPMENT. PLACED IN CHARGE HE TEAMING UP WITH A NEW FLAVOR OF NOODLE, HE BEGINS TESTS FROM THE BASICS OF INGREDIENT COMBINATION IN ORDER TO MEET ANDOU'S HIGH STANDARDS. HE CONDUCTED REPEATED TESTS OF TASTE AND TEXTURE, FINALLY SUCCEEDING IN THE DEVELOPMENT OF THE IDEAL NOODLE

[KAZUO OHNO] IN CHARGE OF CONTAINER AND GARNISH TOPPINGS DEVELOPMENT. AFTER CREATING AN UNPRECEDENTED CONTAINER DESIGN, HE THEN MOVES ON TO THE DEVELOPMENT OF THE GARNISHING INGREDIENTS. HE USES THE FREEZE-DRYING PROCESS AND SUCCEEDS IN THE DESICCATION OF THE EGG, MEAT AND SCALLION, BUT THEN A SNAG WITH THE SHRIMP INGREDIENT

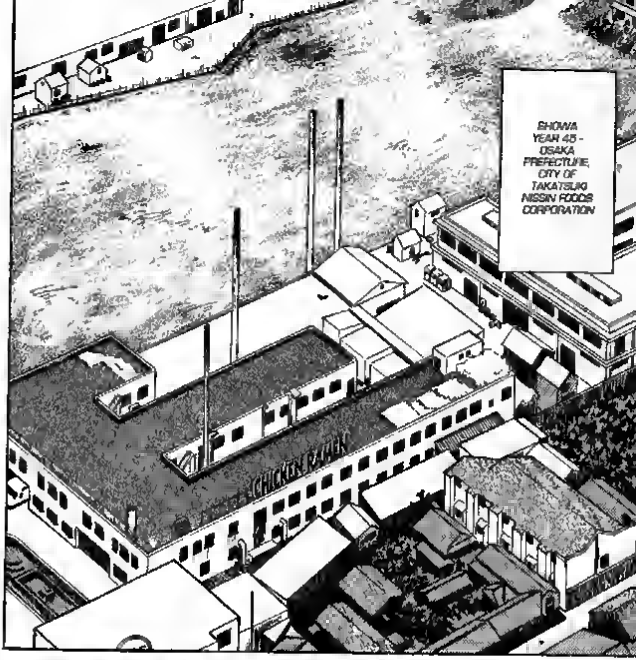
[TOSHIAKI SHIBASAKI] HEAD OF THE PRODUCTION LINE. HE IS TEN ADVISED MATSUMOTO AND THE OTHERS FROM EARLY ON IN THE NOODLE DEVELOPMENT STAGE. WHEN THE MASS PRODUCTION LINE ENCOUNTERED PROBLEMS DUE TO INSUFICIENT OIL TEMPERATURE, HE BROUGHT IN TEN ADDITIONAL TANKS OF PROPANE GAS, AND MADE POSSIBLE THE MASS PRODUCTION OF 10,000 SERVINGS OF NOODLES A DAY

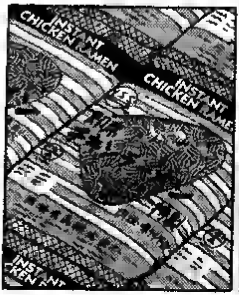
[MASAHIRO SASAKI] IN CHARGE OF CONTAINER DEVELOPMENT. AFTER ONE YEAR AT THE COMPANY HE IS THROWN INTO THE TASK OF CONTAINER DEVELOPMENT. HAUNTED BY THE DIFFICULTIES ENCOUNTERED IN DESIGNING THE PERFECT CONTAINER, HE EVEN HAS A NIGHTMARE OF BEING CRUSHED UNDER A WEIGHT OF THEM. PARTICIPATES IN THE TEST SALE OF THE NOODLES AT A SKI LODGE AND IS TROUBLED BY THE UNEXPECTED REACTIONS HE ENCOUNTERS THERE.

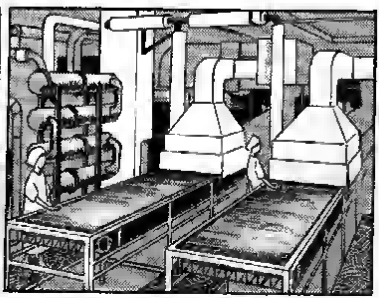
[TOSHIKO MATSUMOTO] MATSUMOTO'S WIFE. COMPLETE WITH CREATIVE WAYS TO COOK SMALL PORTIONS OF NUTRITIOUS MEALS FOR HER HUSBAND WHO HAD NO APPETITE AFTER AN ENTIRE DAY OF TASTE TESTING NOODLES. SHE MADE MANY VARIETIES OF LITTLE DISHES EVERY DAY AND SUPPORTED HER HUSBAND FROM BEHIND THE SCENES.

[TERUHISA AKIYAMA] HEAD OF BUSINESS MANAGEMENT. TO SPEAR THE COMPANY FREE FROM ITS BUSINESS STRUGGLES HE SPENDS DAY AND NIGHT LOOKING FOR NEW ROUTES IN WHICH TO SELL. SHOULDERING THE BURDEN OF THE DEVELOPMENT TEAM, HE PARTICIPATES WHOLEHEARTEDLY IN THE STREET CORNER PROMOTION SALE OF THE NOODLES AT "PEDESTRIAN'S PARADISE."

CHAPTER 1
PROJECT


SHOWA YEAR 45 - OSAKA PREFECTURE, CITY OF TAKATSUKI NISSIN FOODS CORPORATION
CHICKEN RAMEN


INSTANT CHICKEN RAMEN
INSTANT CHICKEN RAMEN



MATSUMOTO, IT'S READY
SADAAKI ISHIBASHI
32 YEARS OLD
RESEARCHER
KUNIO MATSUMOTO
30 YEARS OLD
RESEARCHER

HMMM... IT'S STILL NOT...
HOW IS IT, MATSUMOTO? THE TEXTURE...
MAYBE WE'LL TRY RAISING THE TEMPERATURE OF THE OIL A BIT
YEAH, THAT'S RIGHT
WAS THIS EXACTLY THREE MINUTES AFTER ADDING THE HOT WATER?
OR MAYBE IT'S JUST THE DIFFERENCE IN THE QUALITY OF THE WHEAT FLOUR...
MAYBE THE KNEADING OF THE NOODLES IS TOO WEAK...
TOSHIAKI SHIBASAKI 31 YEARS OLD PRODUCTION LINE MANAGER

AFTER ALL, YOU'RE NEWLYWEDS.
I BET EVERY MORNING SHE SENDS YOU OFF TO WORK WITH A BIG KISS, HUH?
UH. OH, SHE'S FINE, AS ALWAYS.
HEY, MATSUMOTO. HOW'S TOSHIKO DOING?
HUH?
WHAT DID YOU JOIN THIS COMPANY JUST TO FIND A BRIDE?
HAHAHA... WELL, UH, WHAT CAN I SAY..

I BEG YOUR PARDON, MR SHIBASAKI, BUT I'M NOT "RESTLESS" IN MY WORK!
URGH...
HOW COULD YOU DO ANY GOOD WORK IF YOU'RE FEELING RESTLESS, EH?
DON'T MIND HIM, MATSUMOTO.
A JOKE...?!
OHHH, SORRY, SORRY. DID I MAKE YOU MAD? IT WAS JUST A JOKE.
YOU KNOW, TOO, DON'T YOU, SHIBASAKI?
YEAH BUT... WELL, HIS CASE IS SPECIAL...
ISN'T THAT RIGHT, MR. ISHIBASHI?
NO WORK? YOU CAN'T WAIT FOR WORK TO COME TO YOU, YOU HAVE TO MAKE WORK FOR YOURSELF!
AND I SEE GOOD OLD MR.OHNO ISN'T HERE TODAY EITHER.
YEAH...THERE DOESN'T SEEM TO BE ANY WORK IN PARTICULAR FOR HIM RIGHT NOW SO.

I SAID I WOULD RATHER BE ABLE TO UTILIZE MY KNOWLEDGE OF FOOD CHEMISTRY THAN JUST WORK STRICTLY ON RAMEN...
AT THE ENTRY INTERVIEW...
HUH?! WHAT DID YOU...?

THE TIME I CAME ON BOARD WAS THE LOW POINT
WHEN THERE WASN'T ANY WORK, THERE WAS NOTHING TO DO SO WE'D CLEAR WEEDS AT THE EDGE OF THE FACTORY...
THE PAY WAS NOTHING COMPARED TO THE OTHER MORE POPULAR INDUSTRIES.
HE'S A PROBLEM CHILD, THAT ONE.
THE COMPANY WAS PROSPERING AT THAT TIME.
BUT NOW, WE CAN'T AFFORD TO BRANCH OUT INTO OTHER AREAS BESIDES RAMEN PRODUCTION..
I WISH THE NEXT BIG HIT PRODUCT WOULD COME OUT...
WELL, THAT'S OUR JOB
OOPS, SORRY I'VE KEPT YOU... BACK TO WORK, BACK TO WORK!

KAZUO OHNO
32 YEARS OLD
RESEARCHER

RESEARCH LAB
MORNIN'
GOOD MORNING.
MORNING.

LET'S SEE NOW...
OSAKA WORLD EXPO OPENS
THE WORLD EXPO AGAIN TODAY, MR. OHNO?
...
...
...
...
MASAHIRO SASAKI
23 YEARS OLD
NEW STAFF MEMBER
GOT!
...
...
S... SORRY
HEY, OHNO, SASAKI!

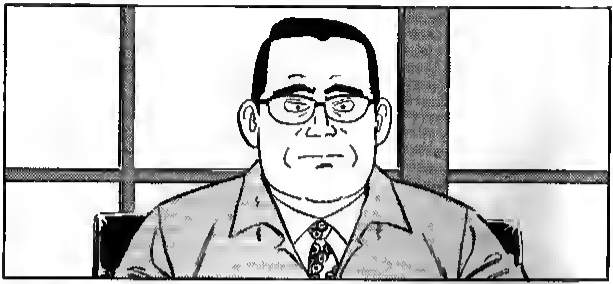
THE DIRECTOR'S OFFICE?
YOU TWO PLEASE HEAD DOWN TO THE DIRECTOR'S OFFICE.
YES!
HI
HUH?
NO WAY!
WE WERE TOLD TO GO TO THE DIRECTOR'S OFFICE...
WHERE ARE YOU TWO HEADED?

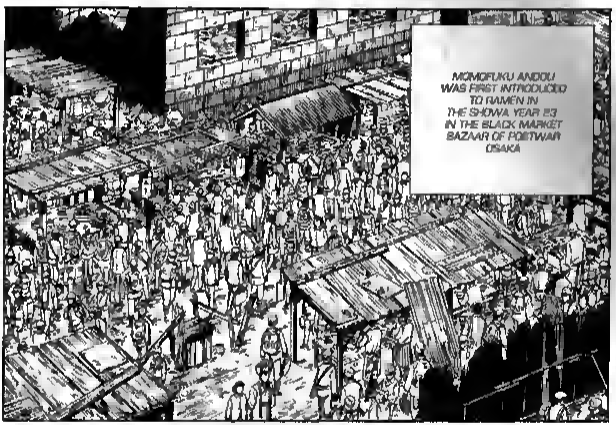
PLEASE... DON'T!
IT SURE IS A LONG 100 METERS TO THE DIRECTOR'S OFFICE...
MAYBE THEY'RE GOING TO SAY, "YOU'RE JUST NOT WORKING WELL AND WE'RE LETTING YOU FOUR GO..."
PLEASE DON'T, MR OHNO. I JUST GOT HIRED ON!
DIRECTOR'S OFFICE
MOMOFUKU ANDOU
60 YEARS OLD
DIRECTOR

THERE'S A REASON I'VE CALLED YOU HERE TODAY
I WOULD LIKE YOU TO START ON THE DEVELOPMENT OF A NEW PRODUCT
AN INSTANT RAMEN IN A CONTAINER...
OPEN THE TOP, POUR IN HOT WATER, AND IN THREE MINUTES IT CAN BE EATEN ANYWHERE, EVEN WHILE WALKING... THIS IS THE NEW PRODUCT I WOULD LIKE YOU TO DEVELOP

PEOPLE TODAY ARE BUSY. ALL THE MORE REASON THEY DESIRE SOMETHING THEY CAN EAT QUICKLY AND SIMPLY
UP UNTIL NOW, MEALS WERE MEANT TO BE EATEN SITTING AT A TABLE... BUT THE NUMBER OF PEOPLE WHO FOLLOW THIS TRADITION IS DECLINING!
THE TIMES ARE CHANGING RAPIDLY!
EXCUSE ME, DIRECTOR... BUT I STILL DON'T QUITE UNDERSTAND...
LIKE I SAID! AN INSTANT RAMEN IN A CONTAINER THAT CAN BE EATEN ANYWHERE, ANYTIME!
IT WILL DEFINITELY BE A HIT!!
NO FOOD SO CONVENIENT! NO FOOD SO INDISPENSABLE! AND ON TOP OF ALL THAT, IF IT TASTES GOOD TOO, THERE WILL BE NOTHING MORE TO SAY!

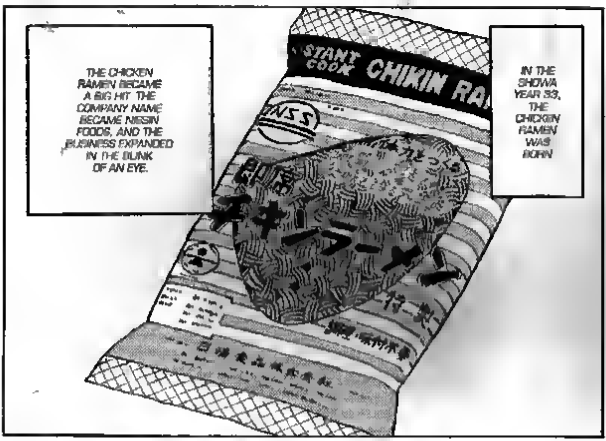
AND ON TOP OF IT ALL, ONE THAT COULD WITHSTAND THE HEAT OF HOT WATER...
AND I CAN'T EVEN THINK OF THE SHAPE OR MATERIAL FROM WHICH IT WOULD BE MADE...
I'VE NEVER SEEN SUCH A CONTAINER.
BUT WOULDN'T THAT BE RATHER DIFFICULT TO DO?
BUT DIRECTOR... IT'S EASY TO SAY "IN A CONTAINER"...
.....
THAT DEVELOPMENT RESEARCH WILL BE YOUR JOB, MR.OHNO!
THERE ARE SEVERAL POINTS IN THE DEVELOPMENT OF THIS NEW PRODUCT
FIRST...




MOMOFUKU ANDOU
WAS FIRST INTRODUCED
TO RAMEN IN
THE SHOWA YEAR 23
IN THE BLACK MARKET
BAZAAR OF POSTWAR
OSAKA

ズズ…
ズルル…
SURRP
ズルル…

AND THE SIGHT OF MANY PEOPLE IN LINE AT THE STAND AS THEY WAITED TO EAT THIS RAMEN WAS BURNED INTO ANDOU'S MEMORY
HE WAS GREATLY MOVED TO FIND THAT SUCH A DELICIOUS, NUTRITIOUS FOOD EXISTED.
GREAT!
AFTER FAILING IN BUSINESS AND LOSING ALL HE HAD, ANDOU RESOLVED TO ONCE AGAIN BUILD UP AN ENTERPRISE AND DECIDED ON THE DEVELOPMENT OF A NEW TYPE OF RAMEN.
SHOWA YEAR 32
HE WORKED, EVEN SACRIFICING SLEEP TO THIS NEW DEVELOPMENT
THEN FINALLY
HAULING IN EQUIPMENT AND INGREDIENTS INTO A BACKYARD SHACK, HE STARTED FROM THE BASICS OF NOODLE MAKING, WITH THE HELP OF HIS WIFE AND CHILD.
#60


THE CHICKEN RAMEN BECAME A BIG HIT THE COMPANY NAME BECAME NISSIN FOODS, AND THE BUSINESS EXPANDED IN THE BLINK OF AN EYE.
IN THE SHOWA YEAR 33, THE CHICKEN RAMEN WAS BORN

AND THE INSTANT RAMEN INDUSTRY BECAME A WAR ZONE WITH OVER 300 COMPANIES COMPETING FOR PROFITS.
OTHER MAKERS APPEARED ONE AFTER THE OTHER

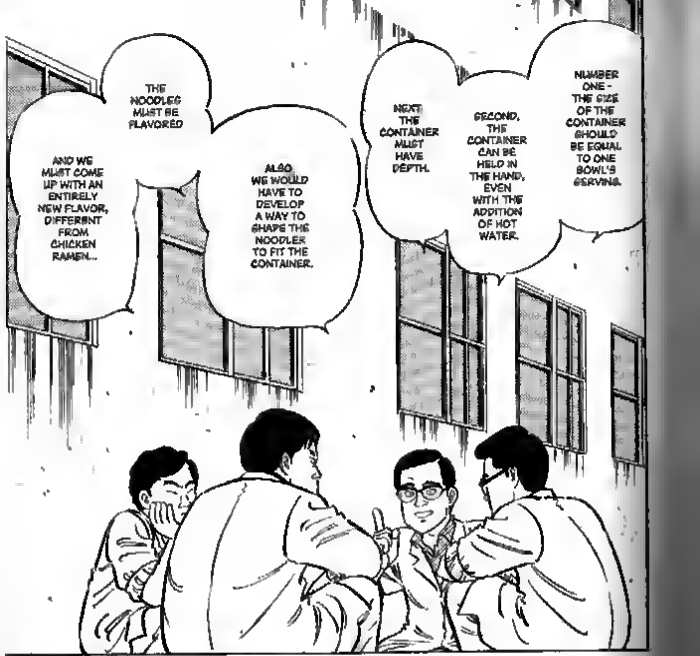
THE PRICE OF A PRODUCT THAT USED TO COST 35 YEN PLUMMETED TO 10 YEN CAUSING SOME MAKERS TO GO BANKRUPT
PRICE DROPS.
THEN CAME THE DECLINE IN CONSUMER DEMAND.

BUT EVEN IN THOSE PERILOUS TIMES, NISSIN FOODS CONTINUED IN ITS DEVELOPMENT OF NEW PRODUCTS.
NISSIN FOODS CEASED ITS GROWTH AND DURING THE SUMMER SALARIES WERE CUT BY A FOURTH. THE PRODUCTION LINES WERE STOPPED OCCASIONALLY AND THE STAFF OF OVER 1100 WORKERS DROPPED DOWN TO 800.
BUT THIS, TOO WAS SHORT LIVED
THEY THEN TURNED TO ITALIAN FOOD WITH THE INSTANT SPAGHETTI, "SPAGHENY"
BUT AS EVENY HOUSEHOLD ALREADY HAD RICE ON HAND, THIS PRODUCT WAS LARGELY IGNORED
THERE WAS THE INSTANT RICE READY TO EAT IN THREE MINUTES
日清ランチ
IT WAS IN THE SHOWA YEAR 41 THAT ANDO FLEW TO AMERICA IN SEARCH OF AN OVERSEAS MARKET.

UHH, LADIES AND GENTLEMEN...
I'VE GATHERED YOU ALL HERE TODAY FOR ONE REASON.
AND THAT IS TO INTRODUCE TO YOU AN INNOVATIVE FOOD PRODUCT THAT WE AT NISSIN FOODS HAVE DEVELOPED!
THIS CHICKEN RAMEN.
IS A MAGICAL FOOD!
WHEN BOILING WATER IS POURED OVER THIS IN THREE MINUTES IT BECOMES A DELICIOUS MEAL!
WHAT ARE YOU SUPPOSED TO PUT THIS IN TO POUR HOT WATER OVER?
YES...?
QUESTION!

AMERICA HAD NO "DONBURI"* BOWLS
AT THAT INSTANT ANDOU WAS STRUCK BY THE CULTURAL DIFFERENCES BETWEEN AMERICA AND JAPAN
!!
*"A BIG, DEEP BOWL FOR EATING NOODLES OR RICE DISHES."
THEN IN THE YEAR OF SHOWA 45
RAMEN AND ITS CONTAINER
THIS EXPERIENCE OF HIS IN AMERICA CONTINUED TO SMOLDER IN ANDOU'S MIND.
ANDOU GAMBLED ON THE YOUNG TEAM OF RESEARCHERS FOR THE DEVELOPMENT OF THE NEW PRODUCT THAT WOULD REVIVE INSTANT FOODS.

AN INSTANT RAMEN IN A READY-MADE CONTAINER... I JUST CAN'T COME UP WITH AN IMAGE OF IT.
I DUNNO..
I CAN'T IMAGINE IT, EITHER.
ISN'T THAT BECAUSE THERE'S BEEN NOTHING LIKE IT BEFORE?
PERHAPS THIS REALLY WILL BECOME A HIT, JUST AS THE DIRECTOR SAYS.
WE'D BE CREATING SOMETHING THAT NO ONE HAS EVER THOUGHT OF BEFORE, WITH OUR OWN HANDS.
BUT IF WE SUCCEEDED, WOULDN'T IT BE A GREAT ACHIEVEMENT?
IN ANY CASE, RECAPPING THE MAJOR POINTS THE DIRECTOR MADE


NUMBER ONE - THE SIZE OF THE CONTAINER SHOULD BE EQUAL TO ONE BOWL'S SERVING.
SECOND, THE CONTAINER CAN BE HELD IN THE HAND, EVEN WITH THE ADDITION OF HOT WATER.
NEXT, THE CONTAINER MUST HAVE DEPTH.
ALSO, WE WOULD HAVE TO DEVELOP A WAY TO SHAPE THE NOODLES TO FIT THE CONTAINER.
THE NOODLES MUST BE FLAVORED
AND WE MUST COME UP WITH AN ENTIRELY NEW FLAVOR, DIFFERENT FROM CHICKEN RAMEN...

I WONDER IF WE CAN DO IT...
I GUESS...
DIRECTOR'S ORDERS, WE HAVE TO DO IT
BE-SIDES ...

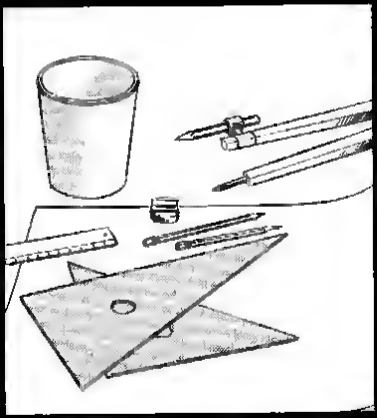
ギラリ
SPARK
ギラリ
SPARK
ニヤッ
GRIN

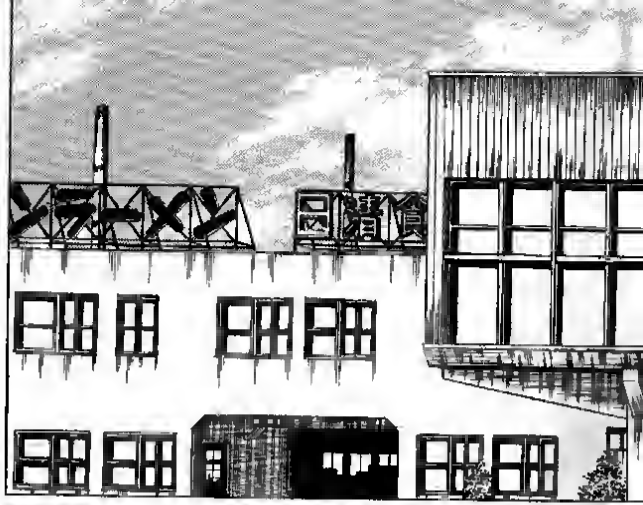
IF THIS IS A HIT, OUR SALARIES WILL INCREASE!

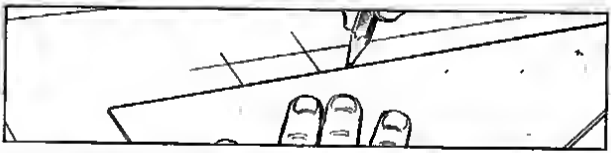
RIGHT THEN... LET'S DO IT!

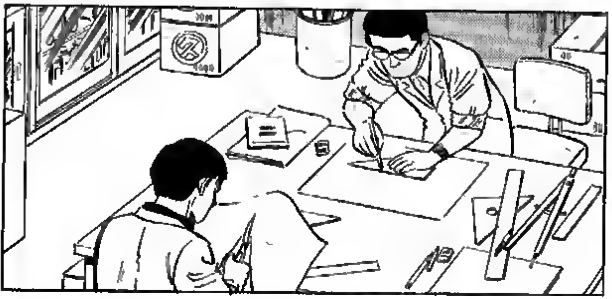
CHAPTER 2

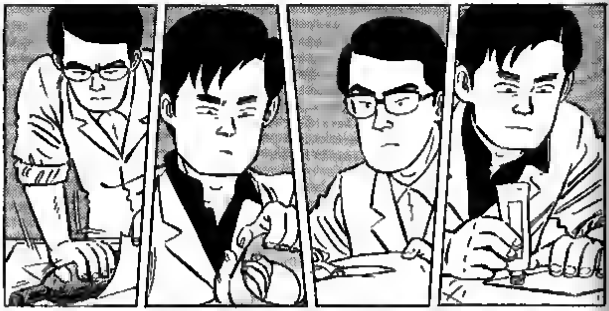
CONTAINER DEVELOPMENT

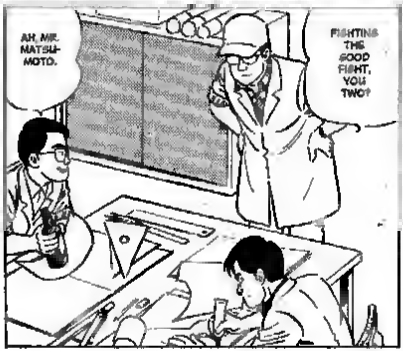




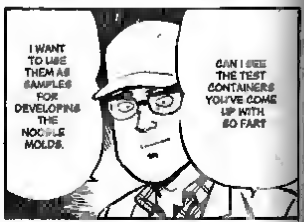







AH, MR. MATSUMOTO.
FIGHTING THE GOOD FIGHT, YOU TWO?

OH, THERE.
IN THAT BOX THERE...


I WANT TO USE THEM AS SAMPLES FOR DEVELOPING THE NOZZLE MOLDS.
CAN I SEE THE TEST CONTAINERS YOU'VE COME UP WITH SO FAR?

WHAT'S THIS? IT'S TERRIBLE!
HUH... YOU MADE A LOT OF THEM.
ALTHOUGH THERE'S A BUNCH OF SIMILAR ONES..
WHO CAME UP WITH THI...

THINGS IMPROVE WITH PRACTICE...
RIGHT, MR. OHNO?
UH... BUT... YOU KNOW, IT'S ALWAYS LIKE THIS IN THE BEGINNING.

THIS IS THE NEWEST SAMPLE I MADE YESTERDAY
S
PERFECT, ISN'T IT, MR. MATSUMOTO.
AS A PIECE OF WORK, IT'S PROFESSIONAL GRADE.
I MEAN, I HAVEN'T TAKEN DESIGN AND CONSTRUCTION SINCE ELEMENTARY SCHOOL SO IT DIDN'T WORK AT FIRST BUT ..
STILL, I CAN DO IT WHEN I TRY!
Y.. YES, YOU'RE RIGHT... IT'S PERFECT INDEED...
HMMM... IT LOOKS GOOD TO ME, BUT...
IF IT DOESN'T JIVE WITH THE DIRECTOR'S IMAGE THEN IT'S NO GOOD
ANOTHER ONE FOR THE SCRAP HEAP!
S'BYE!

HERE, CAN YOU TELL?
BUT EVEN WITH JUST A FEW MILLIMETERS' DIFFERENCE, THERE'S A BIG DIFFERENCE IN IMPRESSION.
EVEN STICKING WITH THE BASICS, THERE'S THIS MANY.
YOU CAN SAY "CONTAINER," BUT THERE'S ALL DIFFERENT SHAPES AND SIZES.
I HOPE IT BECOMES FINALIZED SOON.
DAY AND NIGHT IT'S CONTAINERS, CONTAINERS, CONTAINERS.. MY LIFE IS IN A RUT FILLED WITH CONTAINERS
LET'S SEE, NOW
TELL THAT TO THE DIRECTOR.
OTHERWISE, WE CAN'T PROCEED WITH THE DEVELOPMENT OF THE NOODLES.

.....
.....
DID IT HELP A LITTLE?
YEAH, SOME.
OK THEN!... KEEP TRYING.
NO DOUBT
MR.MATSUMOTO MUST BE ANXIOUS ABOUT THE DELAY IN FINALIZING THE CONTAINER DESIGN...
HMMM...IF THIS WAS CONSTRUCTION AND DESIGN, THIS WOULD TOTALLY RATE A 6.
.....
.....
THAT GOES WITHOUT SAYING...
BUT HAVING SAID THAT, IT'S NO EASY TASK FOR US EITHER...
OK, THIS IS ABOUT RIGHT...

YES.
THIS IS THE ONE YOU MADE, SASAKI!
OH...!!
DO YOU THINK SOMEONE WITH SMALL HANDS COULD HOLD THIS?
THIS...
....
....
....
....

IF WE DON'T THINK OF EVERY EVENTUALITY AND MAKE A PRODUCT FIT FOR AS MANY PEOPLE AS POSSIBLE, IT WON'T BECOME A HIT!
YES, SIR.
IN THE SAME WAY, THERE ARE PEOPLE WITH BIG HANDS AND PEOPLE WITH SMALL HANDS.
TALL PEOPLE, SHORT PEOPLE, FAT PEOPLE, THIN PEOPLE...
PEOPLE HAVE MANY DIFFERENT PHYSIQUES.
IF WE WANT THIS NEW PRODUCT TO BE A HIT WE ALSO HAVE TO KEEP THOSE WITH SMALL HANDS IN MIND!
AND ADDITIONALLY, IT MUST BE PASH ONABLY ALLURING OR THE CONSUMER'S WILL TO PURCHASE WON'T BE STIMULATED
THE VISUAL IMPRESSION OF SAFETY IS IMPORTANT. BUT THE ACTUAL SAFETY IN REAL USE IS EQUALLY IMPORTANT. OTHERWISE, THE PRESENCE OF THE CONTAINER LOSES ALL MEANING.
DO YOU UNDER-STAND?
YES.
YES.
COULD IT WITHSTAND THE HEAT OF BOILING WATER?
AND THIS IS OHNO'S... DO YOU THINK THE THICKNESS OF THIS CONTAINER IS OK?
I THINK IT WOULD DEPEND ON THE MATERIAL USED TO MAKE THE CONTAINER, BUT...
YOU THINK IT COULDN'T?

...
...
...
...
I ALWAYS THINK THIS, BUT...
YOU'RE RIGHT..
IT SURE IS A LOOONG 100 METERS TO THE DIRECTOR'S OFFICE...

HMMPH
?
WH... WHAT!?

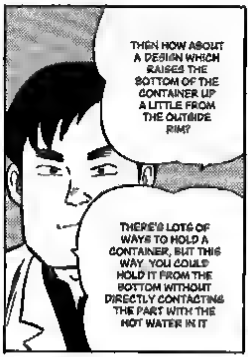
AAAHH!!
WHSH!

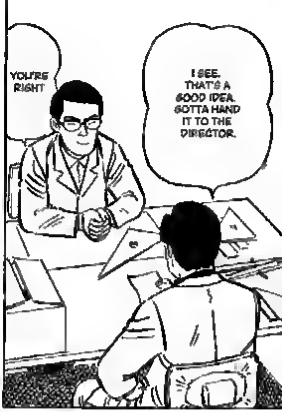
LOOK AT THIS SWEAT...!
AHH!!
...NG
RRRIINNG
...A DREAM...
GOOD MORNING, MR. GAGAK!
MORN-ING.

BUT DIRECTOR ANDOU ARRIVES EVEN EARLIER..
HE'S ALWAYS HALF AN HOUR EARLIER THAN ALL THE OTHER EMPLOYEES
ALWAYS SO EARLY... VERY ADMIRABLE.
RESEARCH LAB
WHAT IF WE PUT A THICKNESS AROUND THE CONTAINER'S RIM?
HERE
WOULDN'T IT MAKE IT EASIER TO EAT FROM AND LESS PRONE TO CRUSHING?
ANDOU

GOOD MORNING.
MORNIN'
MORNING.
JUST ONE TODAY.
HOW MANY MEMOS FROM THE DIRECTOR TODAY?
GOOD MORNING, MR. OHNO.
MORNING.
PUT A THICKNESS AROUND THE CONTAINER'S RIM...
...
....

HEY! THAT SOUNDS GOOD!

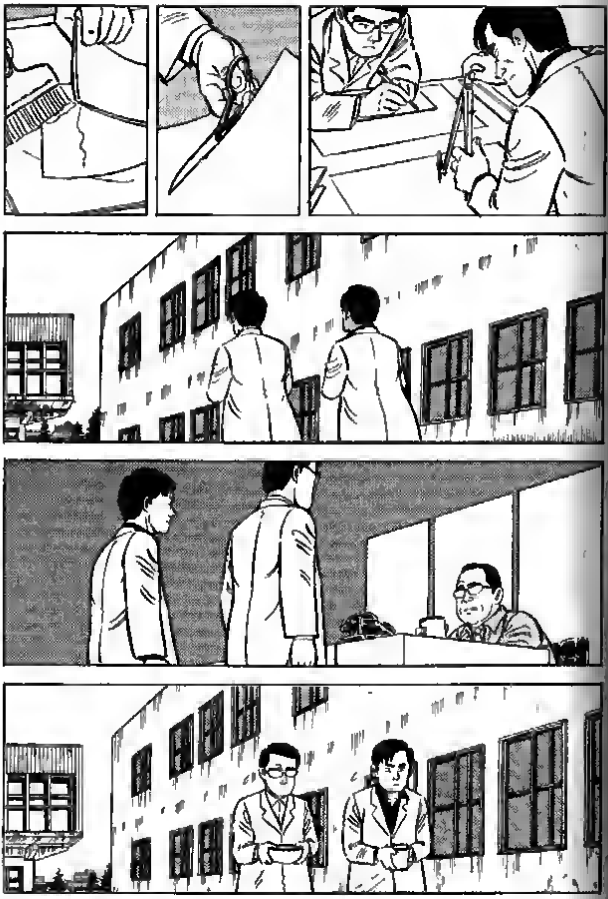

THEN HOW ABOUT A DESIGN WHICH RAISES THE BOTTOM OF THE CONTAINER UP A LITTLE FROM THE OUTSIDE RIM?
THERE'S LOTS OF WAYS TO HOLD A CONTAINER, BUT THIS WAY YOU COULD HOLD IT FROM THE BOTTOM WITHOUT DIRECTLY CONTACTING THE PART WITH THE HOT WATER IN IT


YOU'RE RIGHT
I SEE. THAT'S A GOOD IDEA. GOTTA HAND IT TO THE DIRECTOR.

THIS CAUGHT MY EYE YESTERDAY SO I BOUGHT IT!
BUT WHAT IS THAT?

UMM... ISN'T THAT A LITTLE TOO EXTREME...?
LOOK, IF WE PUT A LID ON TOP, EVEN THIS CAN BE A PERFECT RAMEN CONTAINER

THEY DIFFER DEPENDING ON THE MATERIAL USED, AS WELL AS THE PURPOSE FOR WHICH THEY'RE MADE.
THERE SURE ARE A LOT OF DIFFERENT CONTAINER DESIGNS IN THE WORLD



HOW'S THE CONTAINER DESIGN GOING...?

AH, MR. MATSUMOTO.
IT'S FINALLY BEING NARROWED DOWN.
NARROWED DOWN?!

IT'S UNEXPECTEDLY SIMPLE...
THE SHAPE IS SOMETHING LIKE THIS.
I SEE. SO THIS IS THE SHAPE.
WHEN I THINK "RAMEN," I ALWAYS CONJURE UP THE IMAGE OF A DONBURI BOWL.
BUT THIS IS A TOTALLY DIFFERENT CONCEPT FROM THAT FIXED IMAGE.
OR WHAT? WOULD YOU RATHER HAVE HAD SOME WEIRD AND COMPLEX DESIGN?
A LOT OF IMPORTANT FACTORS WENT INTO THE DESIGN OF THAT SIMPLE SHAPE.
AND WHAT ABOUT IT, MATSUMOTO?
NO, NO, NOT AT ALL...
I GUESS WE'RE BOTH STRUGGLING
I DON'T KNOW WHY IT'S SO HARD...
TO BE HONEST, IT'S PRETTY DIFFICULT...
AND HOW IS IT GOING WITH YOU? ...THE DEVELOPMENT OF THE NOODLES...

WELL, THEN..
MR.OHNO, YOUR CONTAINER SAMPLES ARE FINALLY READY.
OH, YOU'RE FROM TOUKAN INDUSTRIES.
THEY'RE READY!!
AH, WE'VE NEVER HAD SUCH CONTAINERS BEFORE.
SO IT WAS REALLY QUITE DIFFICULT, BUT
I THINK THEY CAME OUT QUITE GOOD
WHAT DO YOU THINK?

YES, THEY LOOK QUITE GOOD
WHAT DO YOU THINK, SASAKI?
HMMM.. I SEE ..
CAN I HAVE A LOOK?
NOW LET'S SEE WHETHER THE DIRECTOR GIVES THE OK ON THIS OR NOT
STYROFOAM
WHAT'S THIS MADE OUT OF?
STYRO ..
THEY USED TO BE MADE OF WOOD! BUT ..
YOU SEE IT AT THE FISH MARKET A LOT, THOSE BOXES TO SHIP THE FISH IN.
THE DIRECTOR TALKED ABOUT IT BEFORE, REMEMBER?

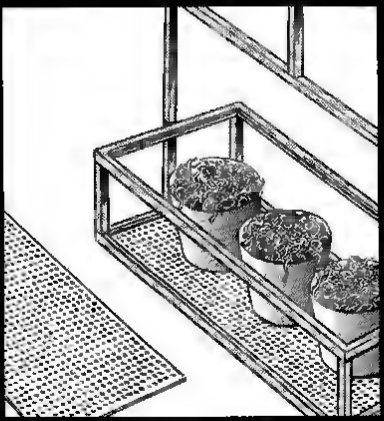
DIRECTOR'S OFFICE
YES.
SO THIS IS IT—

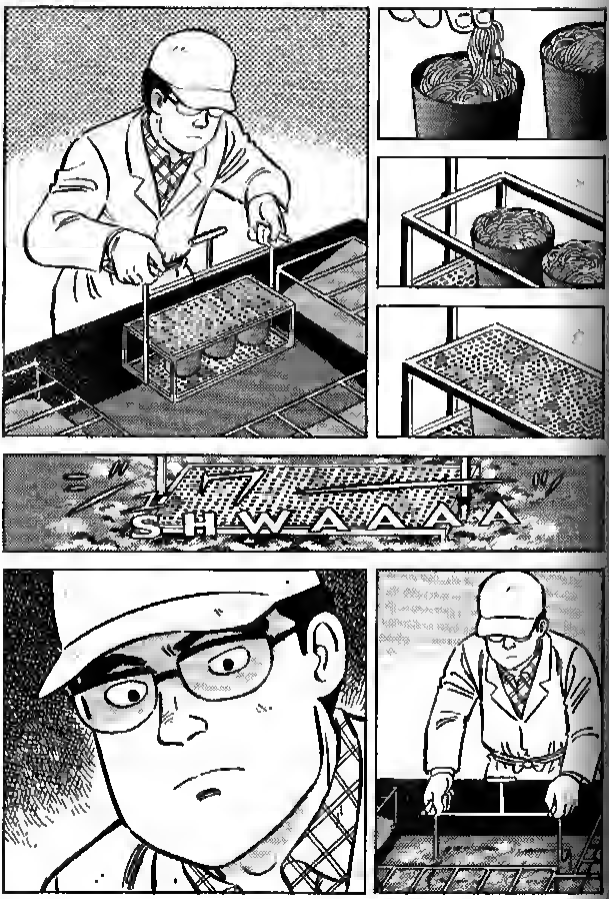
SUCK
SUCK

CRUNCH
OK, LET'S GO WITH THIS CONTAINER!

Chapter 3

NOODLE DEVELOPMENT



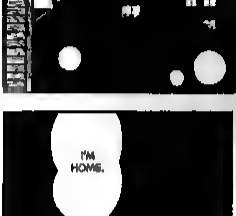

S-H-W-A-A-A-A

OK!
NO!
NO MATTER HOW MANY TIMES I TRY, THE CENTER REMAINS HALF-COOKED...

YEAH.
NEXT WE'LL TRY CRANKING THE OIL TEMPERATURE WAY UP!
SHWAA
SWSH
AH!!

IT'S COOKED THROUGH, BUT...
CRUMBLE...
IT'S NO GOOD IF THE OUTSIDE IS BURNT TO A CRISP
HOW TO FRY THEM UP SO THAT THEY COOK EVENLY..?
AFTER ALL, THESE NOODLES ARE THREE TIMES THICKER THAN THE PREVIOUS PACKAGED NOODLES..
I SEE.
AND IF I SHORTEN THE HEIGHT OF THE MOLD, IT MIGHT MAKE IT EASIER FOR THE HEAT OF THE OIL TO PENETRATE.
THERE NEEDS TO BE EXTRA SPACE IN THE CONTAINER FOR THE HOT WATER...
THE MOLDS?
I'LL TRY REDESIGNING THE METAL MOLDS A BIT

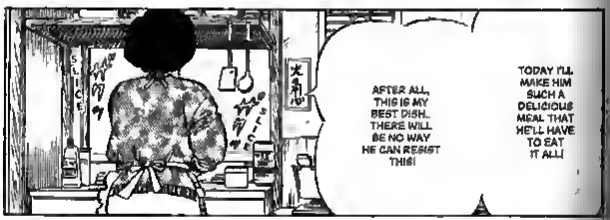
HOW'S THIS...
NO GOOD... THE CENTER'S STILL RAW.
ぐいっ
ぐいっ
AND WE CAN'T JUST THIN THE NOODLES TO FRY...
THE CONTAINER SHAPE HAS ALREADY BEEN DETER-MINED...
YOU'RE RIGHT...
COMPARED TO THE THIN PACKAGED NOODLES SIMPLY SHAVING OFF THE HEIGHT BY A CENTIMETER DOESN'T AFFECT THESE THICKER NOODLES AT ALL.
IT DIDN'T WORK, MATSUMOTO.

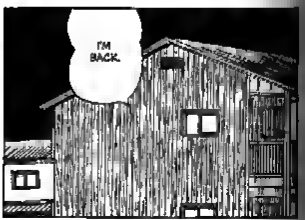

I'M HOME.

YEAH.
WELCOME HOME, DEAR.

I MUST MAKE DINNER BEFORE MY HUSBAND RETURNS.
NOW...

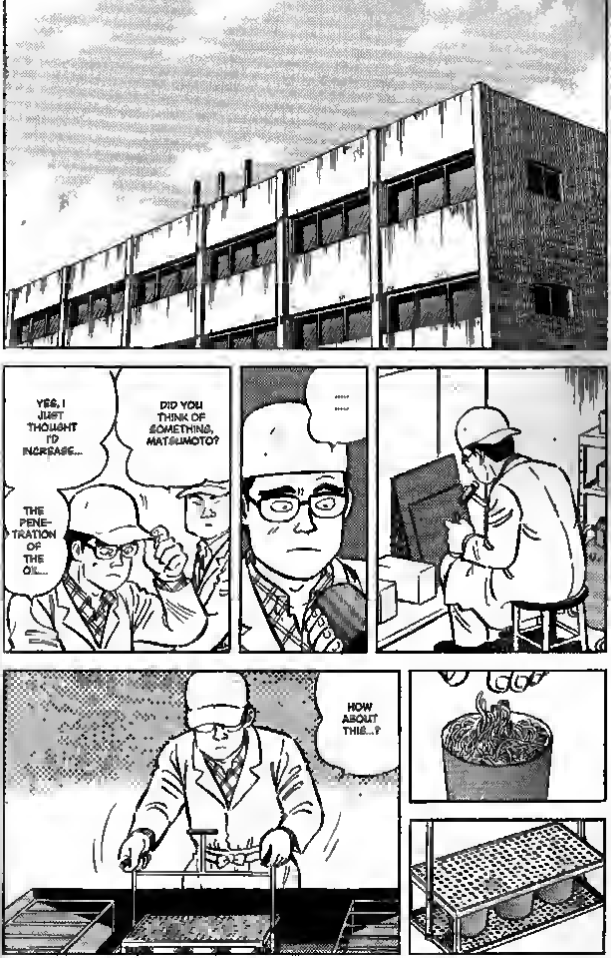
WOULD YOU LIKE TO EAT FIRST?
OR GO TO THE PUBLIC BATH?
HMM. I GUESS I'LL GO TO THE BATH.


TODAY I'LL MAKE HIM SUCH A DELICIOUS MEAL THAT HE'LL HAVE TO EAT IT ALL!
AFTER ALL, THIS IS MY BEST DISH. THERE WILL BE NO WAY HE CAN RESIST THIS!
火加心
SIZZLE
SIZZLE


I'M BACK.

YES. IT'S GOOD
SO, HOW IS IT?
I'M SO GLAD!
I DON'T DOUBT IT, IT'S DELICIOUS.
MY FAMILY BACK HOME ALWAYS SAYS IT'S DELICIOUS WHEN I MAKE THIS, AND EAT EVERY BIT!
TODAY'S RECIPES ARE ALL MY SPECIALTIES!
KCHAK
KCHAK
THANKS, I'M DONE.
BUT YOU HAVEN'T EVEN...
WHAT?

I'M FINISHED EATING..
CLAK
I WONDER IF HE'S NATURALLY A LIGHT EATER..
AND SEEING A BIG PORTION ON A PLATE JUST PUTS HIM OFF HIS APPETITE...
IN THAT CASE, IT WOULD BE GOOD TO MAKE A VARIETY OF DISHES IN SMALL PORTIONS.
I'LL TRY INCREASING THE NUMBER OF HOLES IN THE MOLD, OR MAKING THE HOLES LARGER TO IMPROVE THE PENETRATION OF THE OIL & HEAT..


YES, I JUST THOUGHT I'D INCREASE...
DID YOU THINK OF SOMETHING, MATSUMOTO?
THE PENE-TRATION OF THE OIL...
.....
.....
HOW ABOUT THIS...?

SHWAAA

WHAT'S WRONG?
OH NO. THIS ISN'T GOOD!
HUH?

I'LL WAIT UNTIL IT'S DONE FRYING...
NO, WAIT...

IF ONLY THE HEAT HAS GOTTEN THROUGH TO THE CENTER...
SCRAPE
SCRAPE

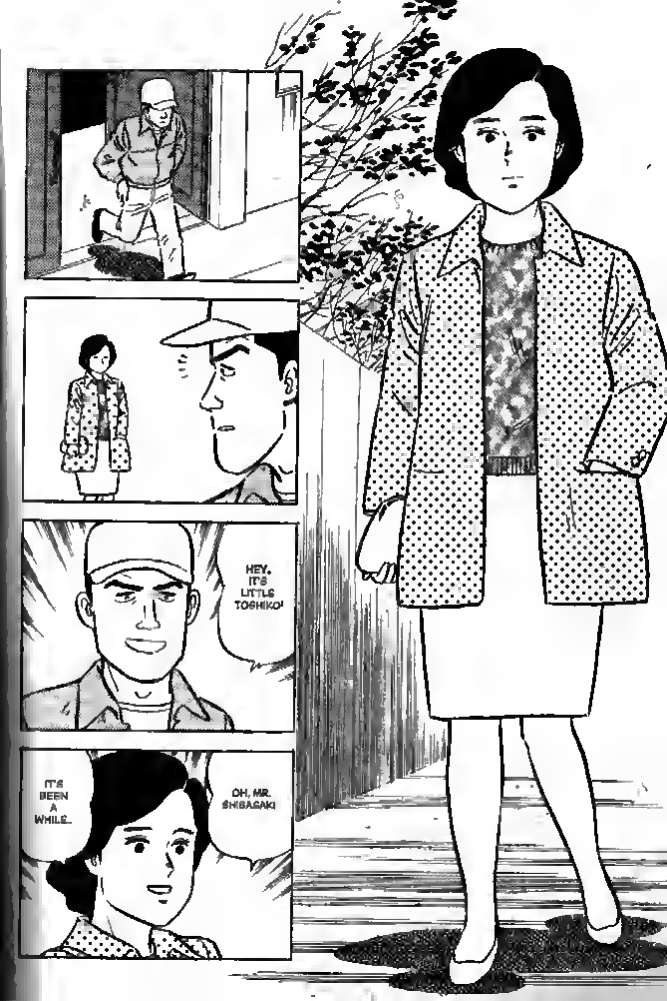
YES, BUT...
THIS IS GONNA MAKE IT DIFFICULT TO RELEASE FROM THE MOLD

UH... SOMEHOW... DARN..
SEE! IT'S NO GOOD IF THE FRIED NOODLES WON'T COME OUT OF THE MOLD!
SKRK
SNAP
YES, FINALLY!
DID YOU DO IT?
AND... IS IT COOKED THROUGH?
SO IT'S STILL HALF RAW...
THE HEAT SEEMS TO HAVE GOT THROUGH SOMEWHAT...
DUE TO THE CENTER BECOMING LESS DENSE.

MR ISHIBASHI ...
HUH?
Y... YOU'RE RIGHT.
WEREN'T WE GOING TO MAKE A HIT PRODUCT AND RAISE OUR SALARIES?
WHAT ARE YOU SAYING?!
DO YOU THINK THIS PROJECT WILL SUCCEED?
天満屋

RIGHT! I'LL BE SURE TO SUCCEED TODAY!
THOUGH IT'S A LOT OF WORK TO MAKE A LARGE VARIETY OF SMALL PORTIONED FOODS...
I'M HOME.
THANKS, I'M DONE.
...
YES IT'S VERY TASTY...
HOW IS IT? IS IT GOOD?

I'M SORRY, MR. ISHIBASHI, I STILL HAVEN'T EVEN GOTTEN TO THE POINT WHERE I CAN WORRY ABOUT THE TASTE...
THE TASTE...?
HOW IS IT, MATSUMOTO...
SLOOP!


HEY, IT'S LITTLE TOSHIKO!
OH, MR. SHIBASAKI
IT'S BEEN A WHILE...

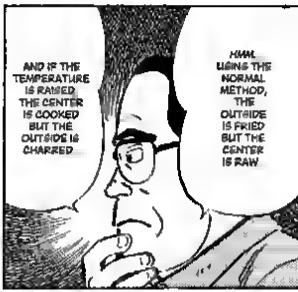
NO MATTER HOW HARD I TRY, KANJI HARDLY EATS ANY OF MY COOKING...
AND I BECAME WORRIED FOR HIS HEALTH, SO I CAME TO CHECK UP ON HIM AT WORK.
IT'S NOT LIKE THAT!
OHH YOU NEWLYWEDS, YOU.
HUH? DID YOU GET LONELY STAYING AT HOME ALL BY YOURSELF AND COME TO THE WORKPLACE TO SEE YOUR DARLING HUSBY?
WHY?
WELL... IT'S REALLY NO WONDER.
YES
HE WON'T EAT YOUR COOKING?
WHAT?!
SO IT'S NO WONDER HE'S ALWAYS FULL.
MATSUMOTO TASTE-TESTS NOODLES 10 TO 20 TIMES A DAY AT THE RESEARCH LAB.

I FEEL... A LITTLE RELIEVED NOW
WHEN THIS PROJECT IS FINISHED HE'LL START EATING YOUR HOME COOKING AGAIN.
WELL, I GUESS THAT SHOWS JUST HOW PEDICATED HE IS TO THE DEVELOPMENT OF THIS NEW PRODUCT
ALTHOUGH IT SEEMS WHAT HE'S BEEN EATING IS LIMITED
OH, SO IT'S NOT LIKE HE HASN'T BEEN EATING AT ALL EVERY DAY!
.....
...
SEE YA.
HE SHOULD BE IN THE RESEARCH LAB ON THE THIRD FLOOR.
JUST LOOK AFTER HIM WARMLY FOR A BIT
A VARIETY OF LITTLE DISHES...
THE ANSWER IS STILL SMALL PORTIONS...
.....

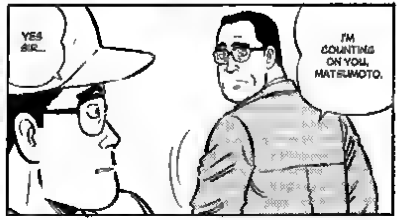
AH, DIRECTOR...
HOW'S IT GOING, MATSUMOTO? ARE THE NOODLES FRYING UP EVENLY?
MORNING.
OH, GOOD MORNING.
GOOD MORNING.
PUMP
ポン

OUR HOPES ARE PINNED ON YOUR SUCCESS AT THE MOMENT, MATSUMOTO.
BUT IF WE GIVE UP HERE, ALL OUR OTHER IDEAS WILL ALSO FALL.
YES SIR.

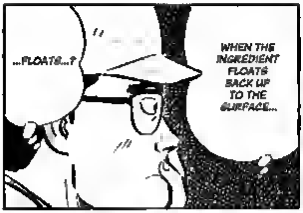
I'M AFRAID IT'S NO SO...


HMM. USING THE NORMAL METHOD, THE OUTSIDE IS FRIED BUT THE CENTER IS RAW.
AND IF THE TEMPERATURE IS RAISED, THE CENTER IS COOKED BUT THE OUTSIDE IS CHARRED.

BUT AS IDEAS ARE PILED UPON IDEAS THAT PROCESS OF TRIAL AND ERROR WILL CERTAINLY YIELD GOOD RESULTS.
IF ONE WAY DOESN'T WORK, THEN TRY ANOTHER WAY. IF THAT DOESN'T WORK, THEN TRY STILL ANOTHER WAY. A CONTINUING PROCESS OF TRIAL AND ERROR.
CREATIVITY IS ALWAYS IMPORTANT.

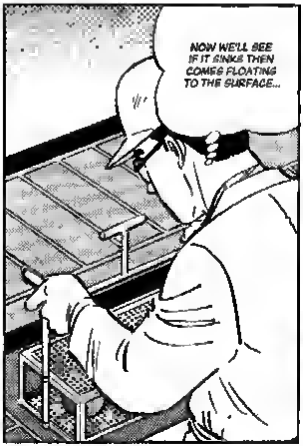

YES SIR.
I'M COUNTING ON YOU, MATSUMOTO.

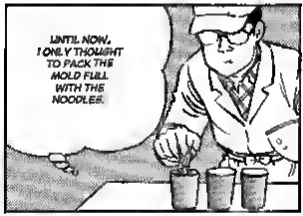
OH, THAT'S RIGHT...
MATSUMOTO, DO YOU KNOW THE CORRECT METHOD OF FRYING TEMPURA?
WHEN YOU FIRST PLACE THE INGREDIENTS IN THE OIL, IT OBVIOUSLY SINKS TO THE BOTTOM; BUT WHEN IT EVENTUALLY FLOATS TO THE TOP, THAT'S THE EXACT MOMENT THE TEMPURA IS READY
NO...I DIDN'T KNOW THAT
DO YOU THINK YOU COULD USE THIS TEMPURA'S EXAMPLE?
WHEN THE INGREDIENT FLOATS TO THE SURFACE IS WHEN THE INGREDIENT IS READY TO EAT...

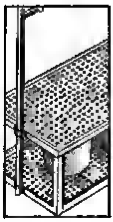

...FLOATS...?
WHEN THE INGREDIENT FLOATS BACK UP TO THE SURFACE...

.....
.....

OH!!

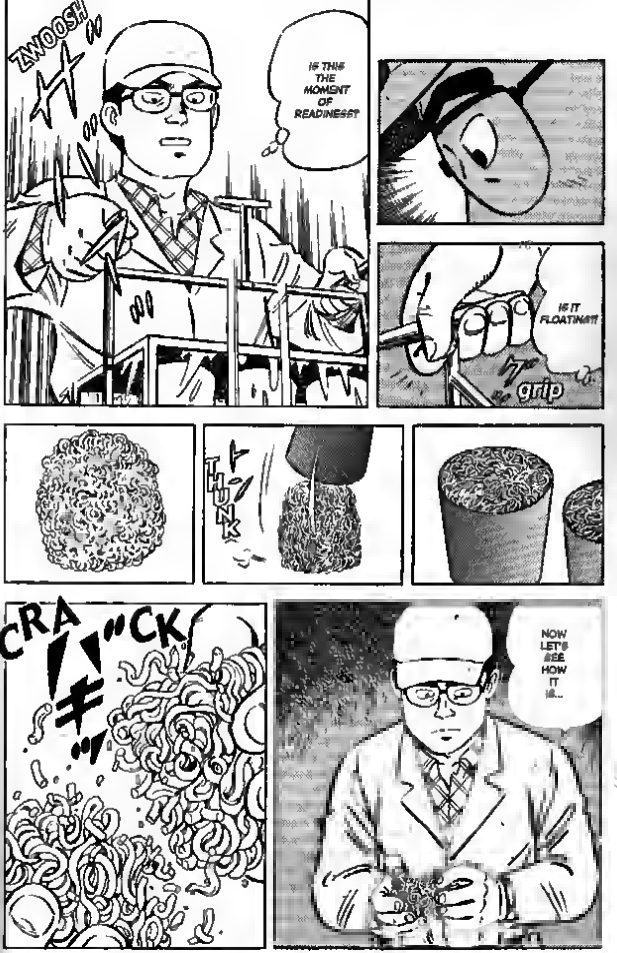

NOW WE'LL SEE IF IT SINKS THEN COMES FLOATING TO THE SURFACE...

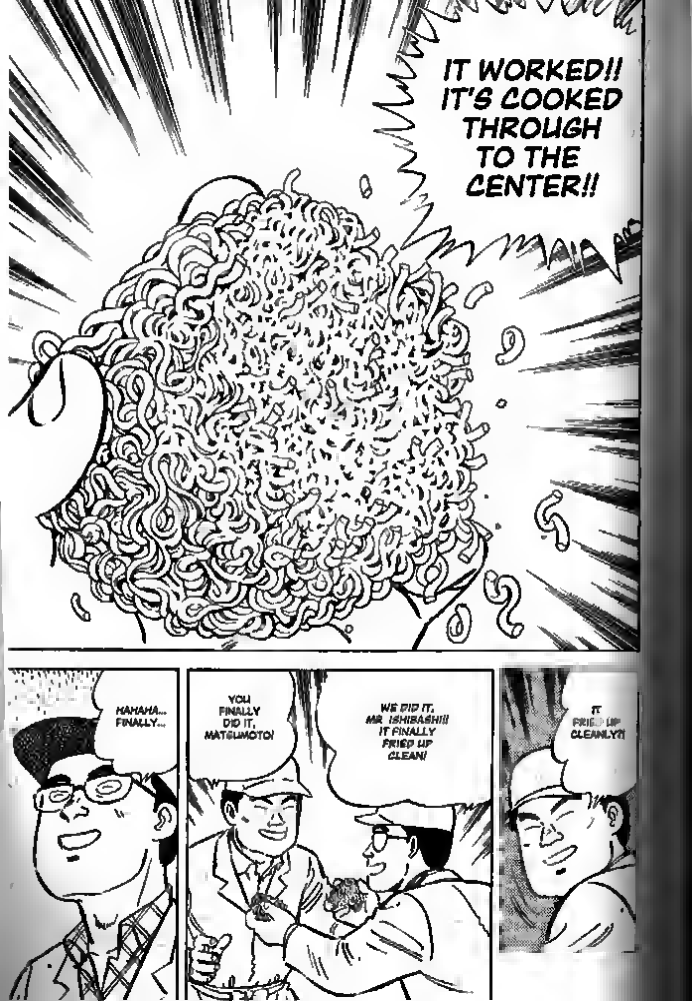

UNTIL NOW, I ONLY THOUGHT TO PACK THE MOLD FULL WITH THE NOODLES.

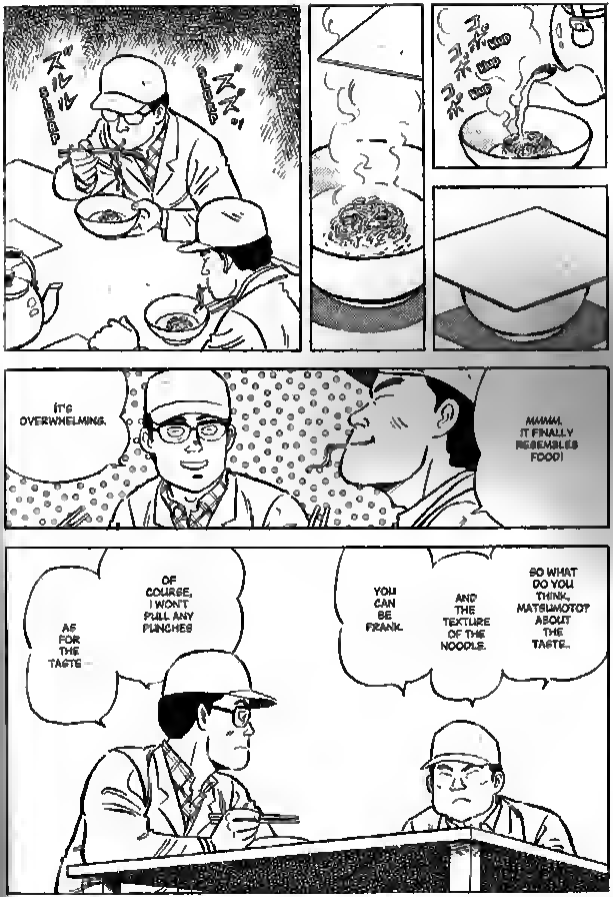


BUT IF I LEAVE ENOUGH SPACE FOR THE NOODLES TO FLOAT...

SHWAAA

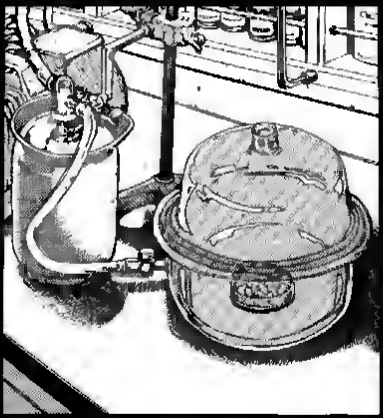

ZWOOSH!
IS THIS THE MOMENT OF READINESS?
IS IT FLOATING?!
grip
THUNK
CRA
!
"CK
NOW LET'S SEE HOW IT IS...


IT WORKED!! IT'S COOKED THROUGH TO THE CENTER!!
HAHAHA... FINALLY...
YOU FINALLY DID IT, MATSUMOTO!
WE DID IT, MR. ISHIBASHI! IT FINALLY FRIED UP CLEAN!
IT FRIED UP CLEANLY?!

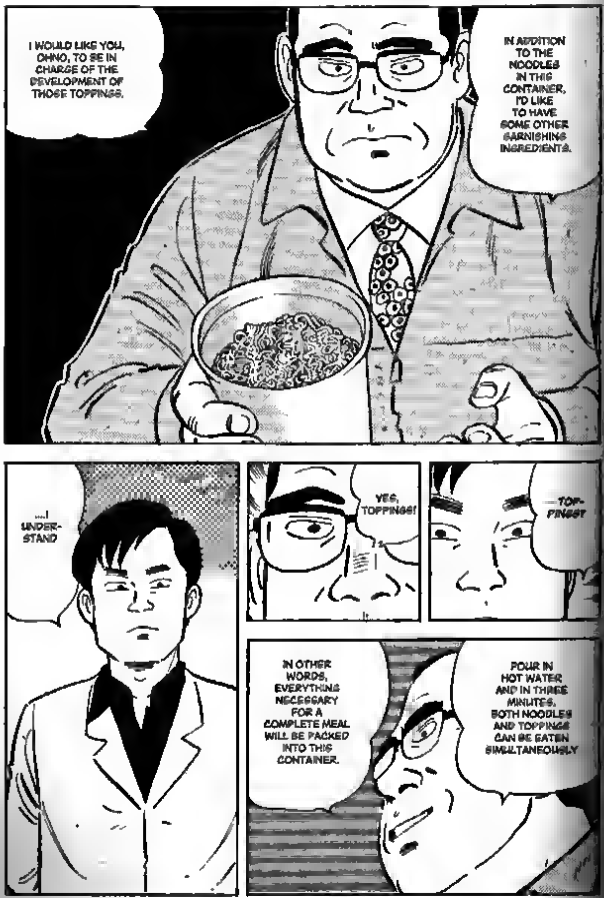

ズル
SLURP
ズズ…
SLURP
フー
FUU
フー
FUU
フー
FUU
IT'S OVERWHELMING.
MMMM. IT FINALLY RESEMBLES FOOD!
AS FOR THE TASTE—
OF COURSE, I WON'T PULL ANY PUNCHES
YOU CAN BE FRANK.
AND THE TEXTURE OF THE NOODLE.
SO WHAT DO YOU THINK, MATSUMOTO? ABOUT THE TASTE..

Chapter 4

INGREDIENTS DEVELOPMENT



ENTER.
PARDON ME SIR.
IT'S OHNO.
KNOCK KNOCK
KNOCK
DIRECTOR'S OFFICE
WHAT?


I WOULD LIKE YOU, ONNO, TO BE IN CHARGE OF THE DEVELOPMENT OF THOSE TOPPINGS.
IN ADDITION TO THE NOODLES IN THIS CONTAINER, I'D LIKE TO HAVE SOME OTHER GARNISHING INGREDIENTS.
...I UNDER-STAND
YES, TOPPINGS!
—TOP-PINGS!
IN OTHER WORDS, EVERYTHING NECESSARY FOR A COMPLETE MEAL WILL BE PACKED INTO THIS CONTAINER.
POUR IN HOT WATER AND IN THREE MINUTES, BOTH NOODLES AND TOPPINGS CAN BE EATEN SIMULTANEOUSLY

THE IDEA THAT RAMEN CAN BE HAD IN THE HOME LED TO THE CREATION OF THE INSTANT RAMEN.
NORMALLY, IF YOU WANT RAMEN YOU HAVE TO GO TO A RAMEN RESTAURANT.
I SEE. FOR THAT TO WORK, OTHER GARNISHING INGREDIENTS WOULD BE AN ABSOLUTE NECESSITY
AND NOW, THE IDEA OF SOMETHING EQUIVALENT TO RAMEN THAT CAN BE EATEN ANYWHERE, AT ANY TIME...
HMM... SO THAT'S IT
FOOD THAT CAN BE RECONSTITUTED WITH HOT WATER... THAT WOULD MEAN DRIED FOOD...
乾物店

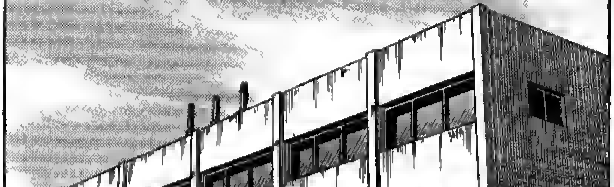
I KNEW IT! THREE MINUTES ISN'T LONG ENOUGH!
PTUU!
THEN THE ONLY OTHER OPTION IS THE TECHNIQUE I LEARNED AT UNIVERSITY
FREEZE-DRYING!

FREEZE DRYING EQUIPMENT
WHAT'S THAT MR. OHNO?
IF WE WANT INGREDIENTS THAT WON'T OXIDIZE, ARE LONG-LASTING AND CAN BE RECONSTITUTED WITH HOT WATER, THIS IS THE ONLY WAY TO GO.
IT'S USED IN THE MAKING OF MEDICINES AND SUCH AND IT'S A RELATIVELY NEW PROCESS
FREEZE-DRYING.
SEE? YOU PUT THE COOKED INGREDIENTS IN HERE, AND FREEZE-DRY
THEY DON'T SELL EQUIPMENT LIKE THIS ANYWHERE, SO I HAD NO CHOICE BUT TO MAKE ONE MYSELF

DIRECTOR'S OFFICE
.....
.....
THAT'S RIGHT—
NO SHRIMP, MR. CHINO?

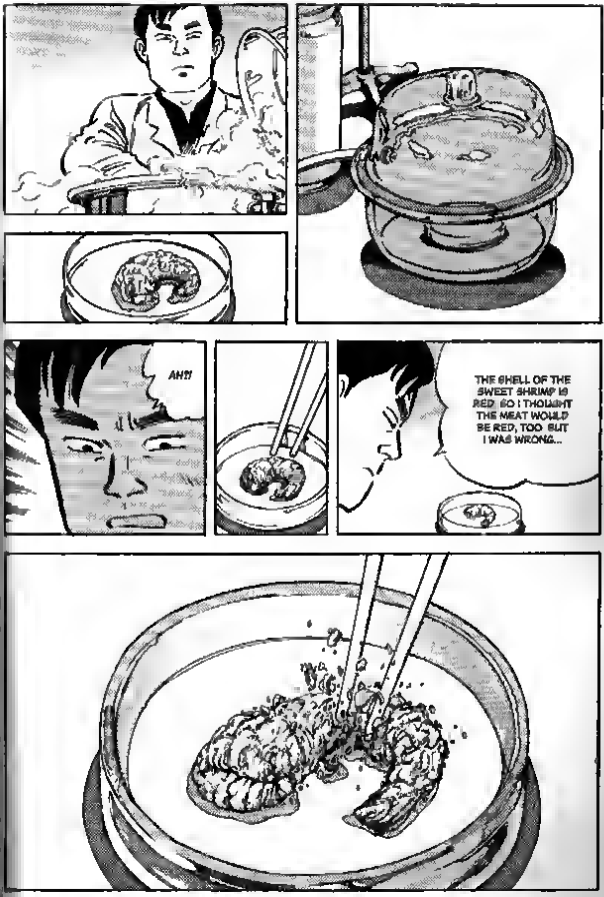
IF SHRIMP IS INCLUDED, THIS WILL BE A DEFINITE HIT!
ON TOP OF ALL THAT, IT'S A FAVORITE OF EVERY JAPANESE.
SHRIMP HAS AN AIR OF CLASS ABOUT IT AND IT ALSO SYMBOLIZES GOOD FORTUNE.
I UNDERSTAND. I'LL GIVE IT A TRY
SHRIMP... YOU GAY
I'D REALLY LIKE SHRIMP TO BE ONE OF THE TOPPINGS.
CUP NOODLE?
HOW'S THAT? ISN'T THAT A GOOD NAME?
"CUP NOODLE"
MR. OHNO, I'VE DECIDED ON THE NAME OF THIS PRODUCT
IF WE ARE TO THINK OF THIS PRODUCT'S GLOBAL POTENTIAL, THEN THE OBVIOUS NAMING WOULD BE TO CALL IT A "NOODLE."
ALSO, THE WORD "RAMEN" DOESN'T TRANSLATE WORLDWIDE.
FIRST, IT SIGNIFIES THAT THIS IS COMPLETELY DIFFERENT FROM ANY INSTANT RAMEN SOLD PREVIOUSLY

IN THAT RESPECT, THIS TRENDY NAME IS PERFECT FOR CAPTURING THE HEARTS OF THE FASHIONABLE YOUTH.
THE YOUNG PEOPLE ARE THE ONES THAT LEAD THE CHANGE IN EATING HABITS AND TRENDS.
AND IT SOUNDS CHIC, TOO.
CUP NOODLE..
THE DIRECTOR IS GREAT...! SO HE'S BEEN PUTTING THAT MUCH THOUGHT INTO THIS PRODUCT
I'M SORRY SIR.
YOU'RE NOT A VERY GOOD COOK, ARE YOU?
MR. OHNO..
HM... THE INGREDIENTS ARE RECON-STITUTED



SQUOSH

HUH?
OH..
YES.
RIGHT! LET'S GO WITH THIS FLAVOR!
UHHH. HOW MUCH OF WHICH SPICE DID HE USE...?
IT TASTES DIFFERENT..


AH?!
THE SHELL OF THE SWEET SHRIMP IS RED SO I THOUGHT THE MEAT WOULD BE RED, TOO BUT I WAS WRONG...

IT'S USELESS.
THE SHRIMP IS SUPPOSED TO LEND AN AIR OF HIGH QUALITY; IT'S NO GOOD IF IT'S JUST GOING TO CRUMBLE INTO BITS..
!!
THIS WAS THE ONE FROM SOUTHEAST ASIA.
BLACKENED... IT'S UNAPPETIZING. CAN'T USE THIS EITHER.
WHAT IS THIS...?!

DIRECTOR'S OFFICE
YES!
WE NEED TO INVESTIGATE THE MARKET, TO SEE TO WHAT EXTENT THE CUP NOODLE WILL BE ACCEPTED IN THE MARKETPLACE.
I'D LIKE YOU TO CONDUCT A TEST SALE.
IS THIS REALLY FOOD?
WOULD YOU BE WILLING TO CARRY IT IN YOUR STORE?
SPECIALTY WHOLESALE
YOSHIMOTO SHOTEN
YOU COULDN'T SELL THESE IF YOU STOOD ON YOUR HEAD!
EVERY JAPANESE HOUSEHOLD HAS A DONBURI BOWL.
KANSAI OSAKA HEAD OFFICE

LET'S TRY THE SKI LODGE!
THEN HOW ABOUT THE RESPONSE FROM THE YOUNG PEOPLE. ?
SALES THROUGH THE CONVENTIONAL ROUTES LOOK DIFFICULT

...
...

FORGET IT! I DON'T WANT IT!
NO WAY!
WHAAAT?! IS THIS REALLY FOOD?

I DON'T CARE AS LONG AS I CAN EAT IT!
WHAT IS THIS?
WHAT? WE CAN EAT THIS?

I'M STAR-VING!
NOW ALL WE CAN DO TODAY IS GO TO SLEEP.
I CAN'T BELIEVE THE BUS WAS SO LATE!

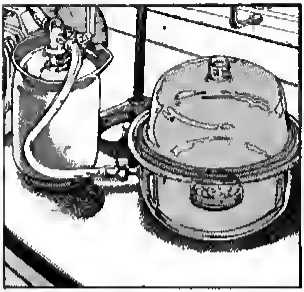
NOT BAD, NOT BAD
HEY, IT'S PRETTY GOOD!
...
...

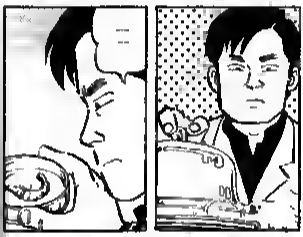
...
...

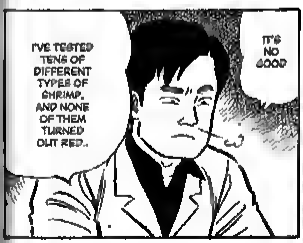
WHO'S GONNA BUY THIS STUFF FOR 100 YEN!?
100 YEN!?

100 YEN.
SO HOW MUCH ARE YOU GONNA SELL THIS FOR?

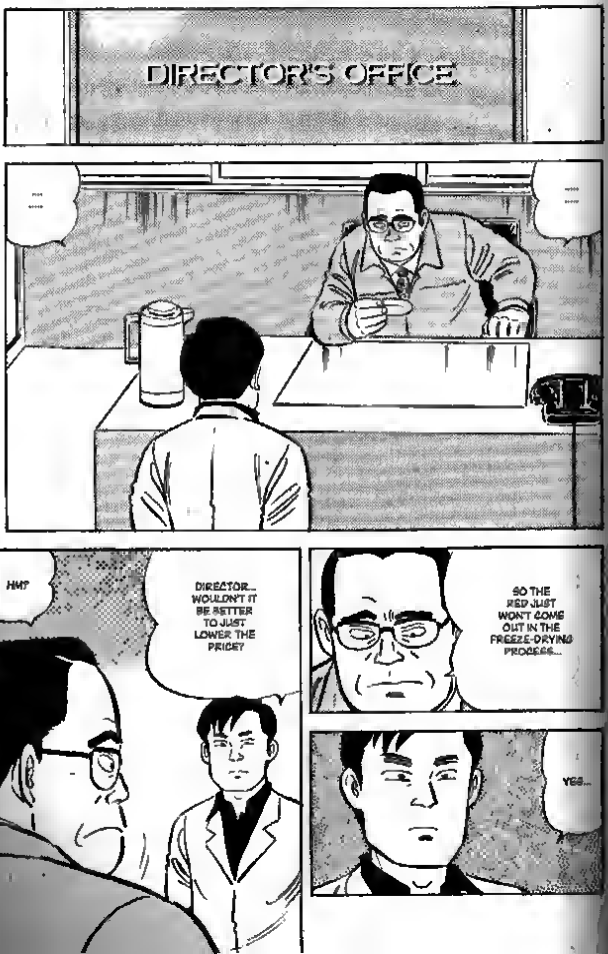
I HEARD THAT CONSTRUCTION'S STARTED ON THE KANTO DISTRICT FACTORY, TOO. THE DIRECTOR SURE IS RISKING IT ALL ON THIS ONE.
SO THE TEST PLANT IS ALMOST COMPLETE.
IF THIS FAILS, IT'LL BE A DISASTER.
NO!
THAT HIGH CLASS SENSE CAN'T BE ACHIEVED IF THE SHRIMP AIN'T RED!
THE SHRIMP HAS TO BE RED..

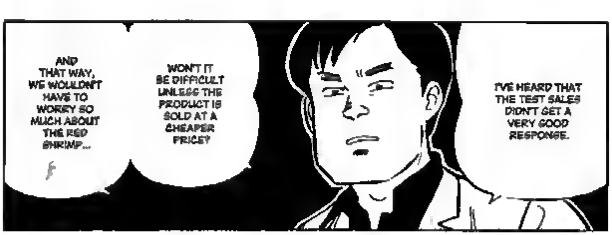





I'VE TESTED TENS OF DIFFERENT TYPES OF SHRIMP, AND NONE OF THEM TURNED OUT RED..
IT'S NO GOOD

THE YELLOW EGG, THE GREEN SCALLION, AND THE RED..
YES, THE RED SHRIMP IS NECESSARY
THE RED SHRIMP GIVES THE FEELING OF BOTH AUSPICIOUSNESS AND CLASS...
AND IT MIGHT PERSUADE THE CONSUMER THAT THIS PRODUCT IS WORTH THE PRICE OF 100 YEN.


DIRECTOR'S OFFICE
...
...
...
...
HM?
DIRECTOR... WOULDN'T IT BE BETTER TO JUST LOWER THE PRICE?
SO THE RED JUST WON'T COME OUT IN THE FREEZE-DRYING PROCESS...
YES...


AND THAT WAY, WE WOULDN'T HAVE TO WORRY SO MUCH ABOUT THE RED SHRIMP...
WON'T IT BE DIFFICULT UNLESS THE PRODUCT IS SOLD AT A CHEAPER PRICE?
I'VE HEARD THAT THE TEST SALES DIDN'T GET A VERY GOOD RESPONSE.

THIS CUP NOODLE PRODUCT HAS ENOUGH IMPACT POTENTIAL TO TEAR DOWN ALL PRECONCEIVED NOTIONS OF FOOD!
IF WE DO THAT, THIS PRODUCT WILL BE NO DIFFERENT FROM ANY OTHER PAST TYPE OF INSTANT RAMEN!
WHAT ARE YOU SAYING, MR. OHNO!

WE CANNOT BACK DOWN FROM THIS RETAIL PRICE OF 100 YEN!
TO DRIVE THIS POINT HOME, WE NEED A CLEAR DIFFERENTIATION!
THIS PRODUCT IS IN NO WAY COMPARABLE TO ANY INSTANT RAMEN OF THE PAST!

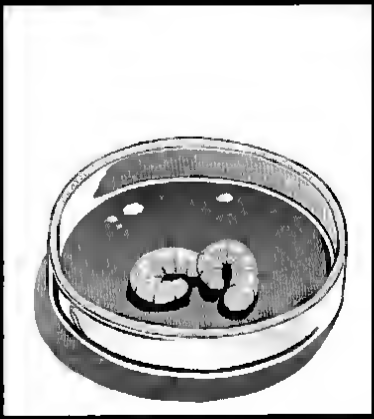
THE CHANGES IN THE EATING HABITS AND FOOD CULTURE OF JAPAN. THESE CHANGES ARE THE VERY MEANING BEHIND THE PRODUCTION OF THIS CUP NOODLE!

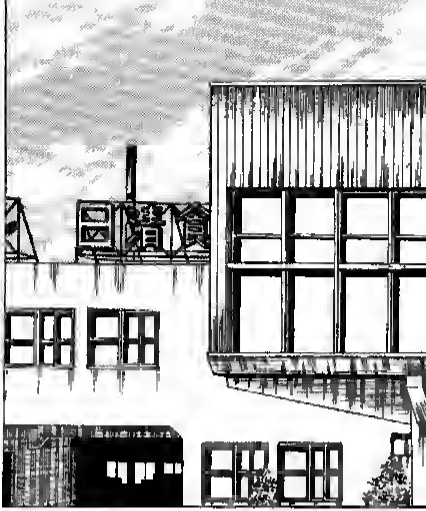
...IS ABSOLUTELY NECESSARY!
THEN, TO PROVIDE THE SENSE OF QUALITY, THE RED SHRIMP--
YES?
MR. OHNO.
...
YES.
YOU SAID YOU'VE TRIED TENS OF DIFFERENT TYPES OF SHRIMP IN THE FREEZE-DRYING PROCESS
WORLDWIDE... ABOUT 2500 VARIETIES.
HOW MANY DIFFERENT TYPES ARE THERE IN THE WORLD?
BUT HOW MANY DIFFERENT VARIETIES OF SHRIMP ARE THERE IN JAPAN?

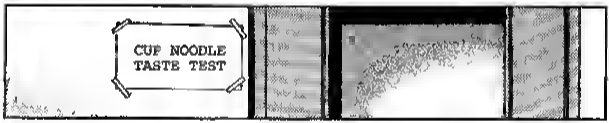
HRGH..
THEN HAVEN'T YOU JUST BEGUN TO SCRATCH THE SURFACE OF YOUR RESEARCH?
OR WHAT? ARE YOU THE TYPE OF MAN TO GIVE UP THAT EASILY?
HRRGH...
PERHAPS I OVERESTIMATED YOUR ABILITIES...
MMMRRRGGGHHH!

Chapter 5

THE WINNING HIT

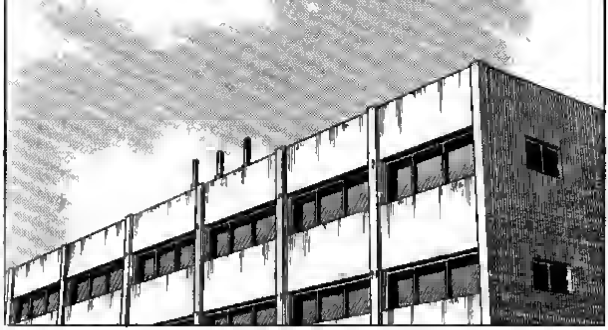




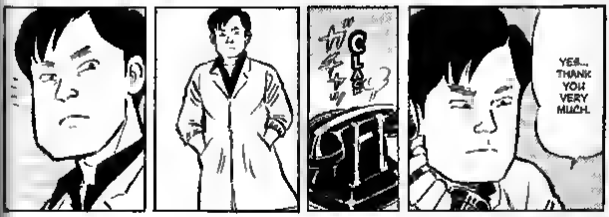

CUP NOODLE
TASTE TEST

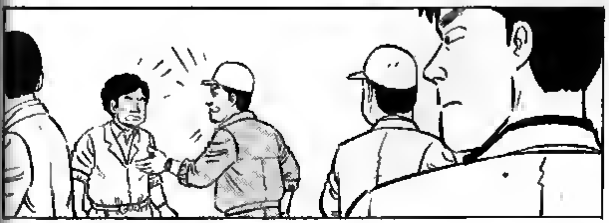
JUST POUR HOT WATER.. THAT PART'S NO DIFFERENT FROM THE CHICKEN RAMEN.
SO THIS IS THE NEW CUP NOODLE PRODUCT..

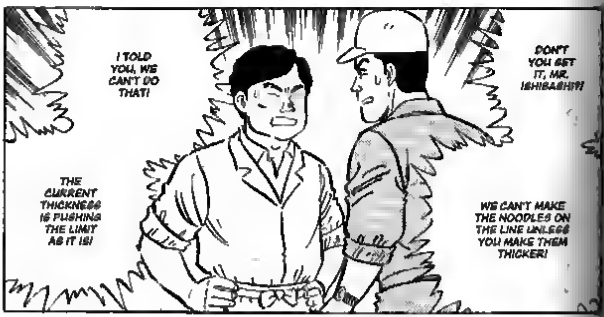
PRETTY GOOD FLAVOR
YEAH.
GOOD!
YEAH IT'S PRETTY TASTY!
HMM! GOOD FLAVOR!
BUT THEY PLAN TO SELL THIS FOR 100 YEN...
THAT'S WAY TOO EXPENSIVE! IT'LL NEVER SELL!
THREE TIMES THE PRICE OF REGULAR PACKAGED RAMEN?!
I WOULDN'T FEEL LIKE BUYING THIS KNOWING I WOULDN'T GET CHANGE BACK FROM 100 YEN!
100 YEN? THAT'S JUST TOO MUCH..



IN COORDINATION WITH THAT, WE ALSO HAVE TO BEGIN PRODUCTION OF THE TOPPING INGREDIENTS, SO...
WE'RE ENTERING THE MASS PRODUCTION STAGE, TO A DEGREE..
YES, THAT'S RIGHT


CLICK
YES... THANK YOU VERY MUCH.




I TOLD YOU, WE CAN'T DO THAT!
DON'T YOU GET IT, MR. ISHIBASHI?!
THE CURRENT THICKNESS IS PUSHING THE LIMIT AS IT IS!
WE CAN'T MAKE THE NOODLES ON THE LINE UNLESS YOU MAKE THEM THICKER!

AAH, DAMN IT ALL!!
BUT AT THIS POINT THEY'LL HAVE TO REACH A COMPROMISE SOMEWHERE.
YEAH, NEITHER WILL BACK DOWN...
ARE THOSE TWO AT IT AGAIN?

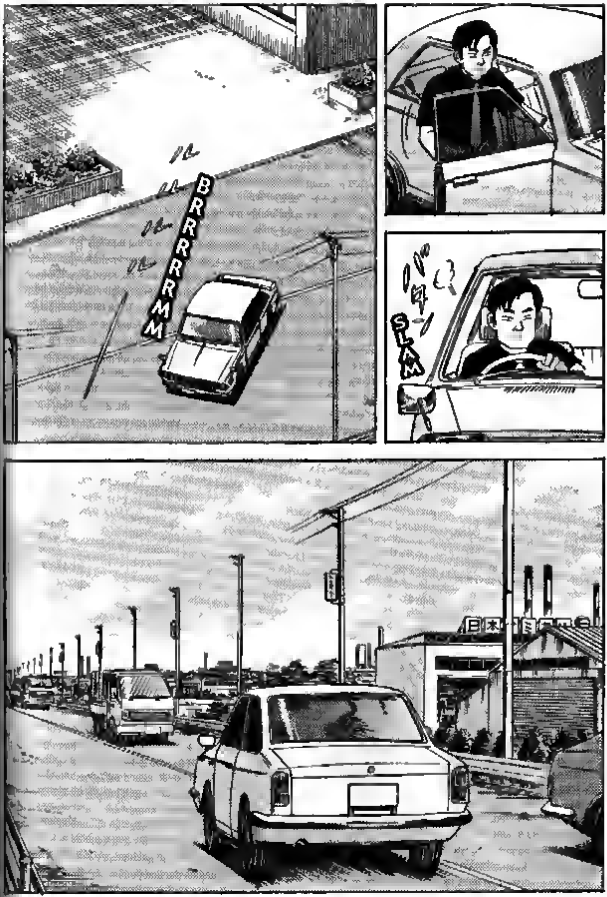
OOH'S, I'VE GOT NO TIME TO BE DALLYING HERE, EITHER!
ISN'T IT YOUR JOB TO MAKE THE LINE MOVE?!
YOU PIGHEADED FOOL!! WE CAN'T MOVE THE LINE IN THIS CONDITION!!!
"THWAP"

THE ROADS ARE PROBABLY CONGESTED DURING THE DAY, SO IF I TRANSPORT THE INGREDIENTS BY CAR...IT WOULD HAVE TO BE AFTER SUNSET
I WONDER HOW LONG IT WOULD TAKE FROM HERE IN TAKATSUKI TO THE FREEZE-DRYING FACILITY IN HIROSHIMA...
KOBE
HIMEJI
OSAKA
TAKATSUKI
OKAYAMA
HIROSHIMA
AWAJI
THE DRYING WILL TAKE ABOUT 20 HOURS, SO I'D SPEND THE NIGHT OVER THERE...
ROAD MAP OF JAPAN
ROAD MAP OF JAPAN
WHAT ARE THE PROSPECTS ON THE MASS PRODUCTION OF THE TOPPING INGREDIENTS, MR.OHNO?
A LIMITED DEGREE OF MASS PRODUCTION
THE CLOSEST ONE SEEMS TO BE IN HIROSHIMA.
EVEN IN ALL OF JAPAN, THERE ARE VERY FEW COMPANIES THAT POSSESS FREEZE DRYING EQUIPMENT CAPABLE OF AT LEAST A LIMITED DEGREE OF MASS PRODUCTION

WHAT?!
I'VE GOT IT LET'S HAVE A FREEZE-DRYING UNIT CAPABLE OF SUCH MASS PRODUCTION MADE RIGHT HERE IN NISSIN FOODS ITSELF!
THIS MEANS THE DAILY OUTPUT WILL BE COLOSSAL - THE MASS PRODUCTION OF ANYWHERE FROM TEN THOUSAND TO SEVERAL HUNDRED THOUSAND SERVINGS.
THE CUP NOODLE WILL BE A DEFINITE HIT
UNTIL THEN, I'LL HAVE TO ASK YOU TO FREQUENT HIROSHIMA FOR A WHILE, MR.OHNO.
10 KILOS, 20 KILOS... HMM.
IN ANY CASE, WHAT IS THE AMOUNT OF TOPPING INGREDIENTS I'LL HAVE TO PRODUCE EACH DAY ..?
AND I STILL HAVE TO LOOK FOR THAT SHRIMP VARIETY, TOO...

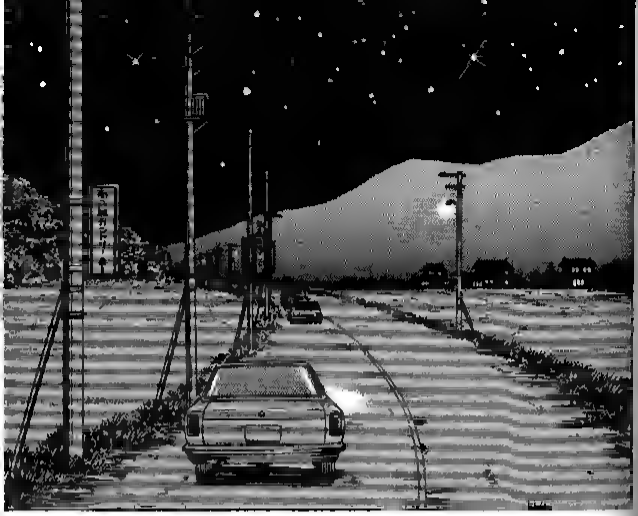
GOOD

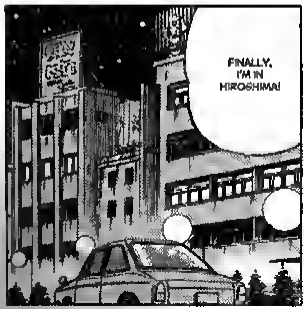
GUESS I'LL GET GOING.
THUNK
HELLO. THIS IS OHNO. I'LL BE LEAVING HERE AND HEADING OVER THERE NOW
YES, WELL I'LL TRY TO SPEED OVER THERE...SO I SHOULD BE ARRIVING THERE ABOUT EIGHT O'CLOCK...

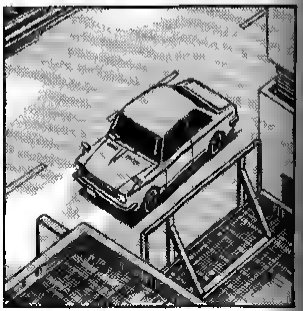

BRRRRRM
バタン
SLAM

OH NO... THE CARBON DIOXIDE FROM THE DRY ICE IS LEAKING OVER HERE!
GREAT... FIRST THIS HEAT, AND NOW CARBON DIOXIDE, TOO...
HOOONK
BEEEEEP
TAXI
.....
HONK
HONK
I GUESS I'D BETTER CALL TO TELL THEM I'LL BE LATE.
STUCK IN TRAFFIC...

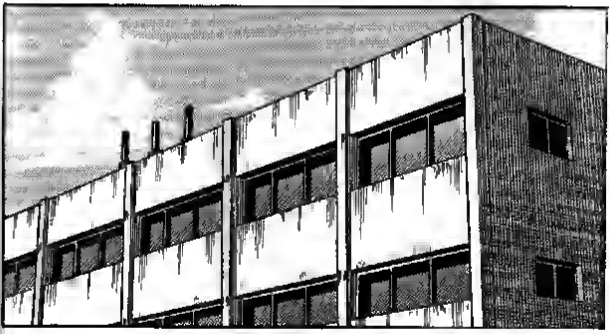
UGH... THE DRY ICE IS ALMOST GONE.
...
...
HELLO? THIS IS OHNO.
I'M SORRY, I'VE BEEN CAUGHT UP IN TRAFFIC...
YES, SO I'M AFRAID I'LL BE A LITTLE LATE...
I'VE GOT TO FIND SOMEPLACE AROUND HERE TO RESTOCK ON THE DRY ICE...
FOUND IT!
ICE PLANT
WE HAVE DRY ICE




FINALLY, I'M IN HIROSHIMA!

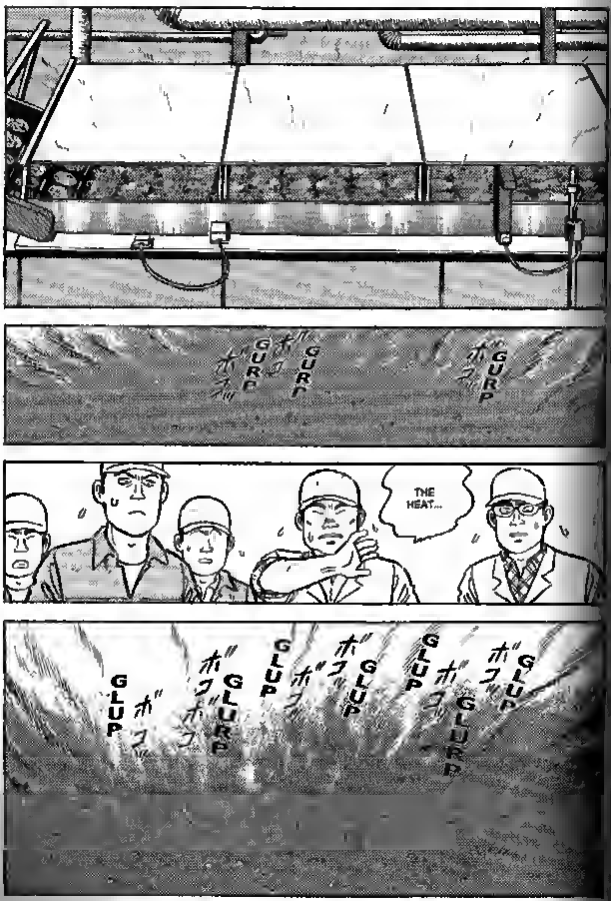


I'M SORRY
MR. OHNO? WHAT TIME DO YOU THINK IT IS? IT'S ALREADY THE MIDDLE OF THE NIGHT!
GRRAAAK
AMANO INDUSTRIES
HELLOOO! THIS IS OHNO, FROM NISSIN FOODS! I'M SORRY TO BE SO LATE!
BAM
BAM



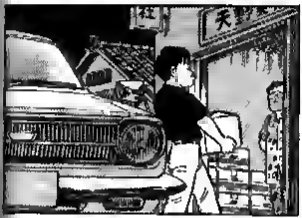
WE CAN'T MOVE THE LINE WITH THIS!
THERE'S NOT ENOUGH HEAT
THE CENTER WILL BE UNCOOKED!
THE NOODLES WON'T FRY UP AT THIS TEMPERATURE.
YES.
HEY, HELP ME OVER HERE.
GHIBA...?!
CAN'T ANYTHING BE DONE, GHIBAGAKI...?

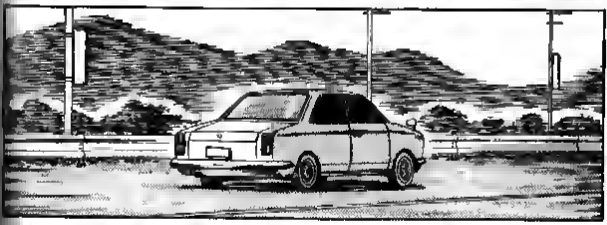
IS... IS THAT OK?
SIMULTANEOUSLY...?
THERE'S NOT ENOUGH HEAT, SO I'M GOING TO LIGHT A FIRE USING ALL OF THESE SIMULTANEOUSLY
WHAT ARE YOU GOING TO DO WITH THOSE, SHIBASAKI?
IF WE SCREW UP, THERE MIGHT BE AN EXPLOSION...
DUNNO.. BUT WE HAVE TO RAISE THE HEAT SOMEHOW
E... EXPLOSION!?
SOK
SOK
SOK
BOOF
GLOOK
SOK
ROOAR!


GURP
GURP
GURP
GURP
THE HEAT...
GLUP
GLUP
GLUP
GLUP
GLUP
GLUP
GLUP
GLUP
GLUP
GLUP

ROOAARRR
THIS IS THE LIMIT!!
WE CAN'T GO ANY HIGHER!!
CHUNK
OK, TEST PLANT STARTING UP!

SHHH
ZZZZZZ
GRRRR
IF ONLY I HAD THE RED SHRIMP..
I STILL WANT THE RED SHRIMP...
ZUZU
ZUZU





CLICK
AH.
MR. OHNO, TELEPHONE
HELLO. OHNO SPEAKING.
OH HELLO.
WHAT? A RARE TYPE OF SHRIMP?
WHERE'S THIS?

I THOUGHT I'D TASTE5 ALL THE SHRIMP AVAILABLE IN O5AKA...
WELCOME.
RIGHT AWAY
A SHRIMP COCKTAIL

HERE YOU ARE.
I'VE NEVER HEARD OF THIS SHRIMP!
POO-BARAN...
A PRODUCT OF THE INDIAN OCEAN...
IT'S A VARIETY CALLED POOBARAN.
WHAT TYPE OF SHRIMP IS THIS?
HUH?
WHERE CAN I GET A HOLD OF THIS SHRIMP?

SLAM
EEK!

NOW, HOW WILL THESE TURN OUT...

OH!!
I...IT'S RED!!
THE SHRIMP IS RED!!

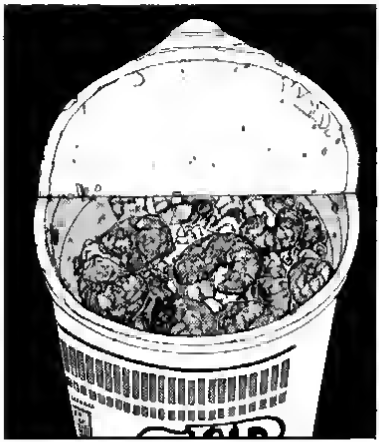
THIS IS THE RED SHRIMP I'VE BEEN LOOKING FOR!
I DID IT! I FINALLY DID IT!!
HAHAHA... FINALLY! HAHAHA
MMMM. THAT'S A GOOD CIGARETTE.

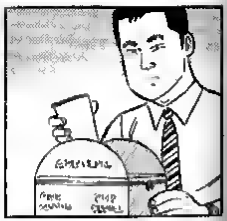
DIRECTOR'S OFFICE
HM!
...
OK, WE'LL GO WITH THIS SHRIMP!
THIS COLOR, TASTE, TEXTURE...
NOW THERE'S NO WAY THE CUP NOODLE WILL FAIL!
YES, SIR!

Chapter 6

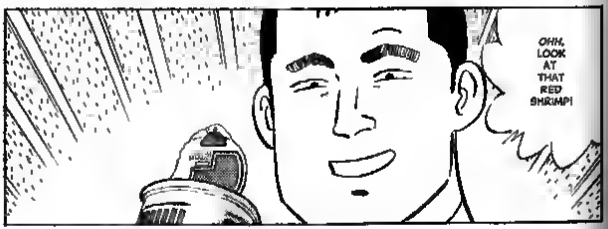
IN BUSINESS

NISSIN FOODS TOKYO BUSINESS OFFICES
AKIYAMA, THE NEW CUP NOODLES HAVE ARRIVED.
GOOD MORNING.
MORNING.
SO THIS IS IT...
THE NEW CUP NOODLES?
TAKUHISA AKIYAMA 28 YEARS OLD BUSINESS MANAGER


CUP NOODLE



CUP NOODLE


OHH, LOOK AT THAT RED SHRIMP!

CUP NOODLE

CUP NOODLE

ARE YOU THE AKIYAMA IN CHARGE OF CUP NOODLES?
HMM.
I WORE MY LEGS OUT TO THE BONE TO FIND ONE, BUT..
NO WHOLESALE MERCHANTS OR SUPERMARKETS IN THE ENTIRE KANTO AREA WILL DEAL WITH US.
TO BE HONEST... NOT VERY GOOD.
HOW IS IT? THE REACTION IN THE KANTO DISTRICT.
.....
...IT WON'T SELL.

HMM... MORE DETERMINED... THAT'S GOOD!
BUT THAT ACTUALLY ONLY MAKES ME MORE DETERMINED TO PROMOTE ITS SALES.
HMMM. HMMM.
THERE'S NEVER BEEN SUCH A CONVENIENT TYPE OF FOOD... THIS IS A GREAT INNOVATION.
I MEAN, I'VE NEVER BEEN FOOD LIKE THIS BEFORE.
MAYBE IF THE PRICE WERE A LITTLE CHEAPER...
AND PERHAPS THE PRICE IS ALSO A FURTHER DETERRENT
MY THOUGHT IS THAT THE CONSUMER FINDS SUCH A REVOLUTIONARY PRODUCT INTIMIDATING.
I... I SEE.
THIS CANNOT BE CHANGED!
THE PRICE IS 100 YEN!
GLARE

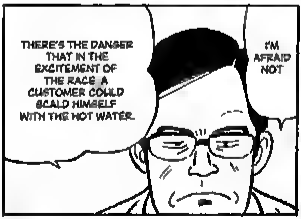
HOW IS A MAN ON THE FRONT LINES OF BUSINESS GOING TO OPERATE WITH SUCH A WEAK WILL?
HUH?
THEN... IT WILL BE DIFFICULT...
AKIYAMA, WHAT ARE THE DISTINCTIVE CHARACTERISTICS OF THE CUP NOODLE? LIST THEM FOR ME.
UH...WELL, WITH ONLY THE ADDITION OF HOT WATER, THIS TASTY, CONVENIENT MEAL CAN BE EATEN ANYWHERE, ANY TIME...
NO COOKING IS REQUIRED, NO BOWL IS REQUIRED.
AND WHAT DOES ALL THIS MEAN?
YOU WILL SAVE EFFORT. YOU WILL SAVE TIME.
EXACTLY !!
BY SELLING THE CUP NOODLE TO THE BUSY PUBLIC, WE ARE ALSO SELLING THEM TIME!!

OH!!
I UNDER-STAND!
THE CUP ALSO CONTAINS TIME ITSELF!
"TIME IS MONEY."
INSIDE THAT CUP NOODLE IS CONTAINED THE PHILOSOPHY.
THE RESULTS OF THEIR EFFORT SHOULD SOON BE CLEAR. YOU CAN LOOK FORWARD TO IT.
AND ABOUT THE CUP NOODLE PRODUCT ITSELF, MY STAFF IS WORKING DAILY TO MAKE A QUALITY PRODUCT WORTHY OF THE PRICE OF 100 YEN.
I SEE.. IT DOES HAVE A SENSE OF HIGH QUALITY
..SO THIS IS THAT RESULT!

ROAD MAP
KANTO VERSION
FOR STARTERS, ANYWHERE THERE'S A CROWD
AKIYAMA, WHERE ARE YOU GOING TO MAKE THE ROUNDS TODAY?
WELL, I'M OFF TO DO BUSINESS.
BREEA
SLAM
NISSIN FOODS

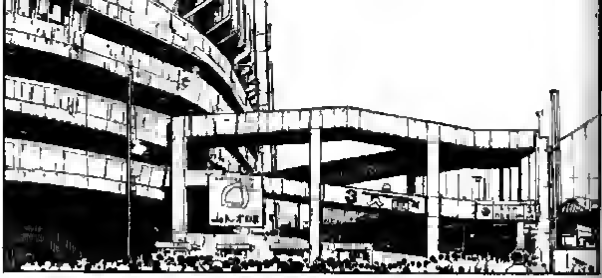
DDDDDDDDD
H-H-H-H-H

おおおHHHHHH


THERE'S THE DANGER THAT IN THE EXCITEMENT OF THE RACE A CUSTOMER COULD SCALD HIMSELF WITH THE HOT WATER.
I'M AFRAID NOT

...
WOULD YOU BE WILLING TO CARRY THESE HERE?

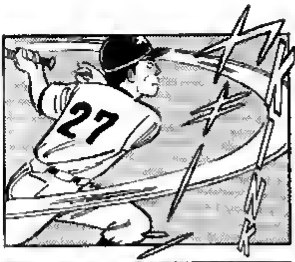
NO NO NO WAY!
BOILING WATER?
I SEE...
SO THE ANSWER IS NO...
SEIKO
ENGINEER
NO, THERE'S STILL ONE MORE PLACE LEFT.
STRUGGLE OUT ON ALL FRONTS...



OUT OF THE PROFITS...
HOWEVER REGARDING THE STADIUM'S SHARE...

REALLY!
SEEMS GOOD! PLEASE GO AHEAD AND SELL AS MANY AS YOU LIKE.
HMM... A NEW PRODUCT, EH?

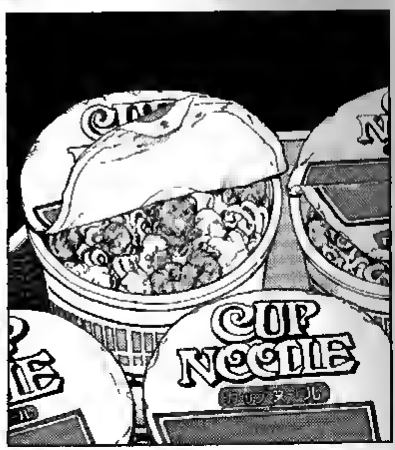
AND HERE'S THE PITCH.


27

おお……
OHHH…

カップヌードル
A FOOD FOR THE NEW ERA! THE INNOVATION OF THE CENTURY!
CUP NOODLE! GET YOUR CUP NOODLE!
EAT IT ANY TIME, ANYWHERE! CUP NOODLE…

OH! THE NOODLES HAVE BECOME SOGGY
日清


CUP NOODLE
カップヌードル

HMM...LET'S CHANGE TARGETS A LITTLE BIT
ROAD MAP
NISSIN FOODS
MAH JONG 2F
MAH JONG
NANBOKU-SOH
MAH JONG
NANBOKU-SOH

UHH. HELLO—
cough cough
BOWLING ALLEY
JAPAN COMMEMORATIVE HOSPITAL

YOHTEI
PUB

DON'T WANT THIS TO AFFECT ME TOMORROW...
...OOPS...
I KNOW HE SAID "SELLING THEM TIME," BUT...

RRRRR
RRRRR
RRRRR
THANK YOU VERY MUCH~!

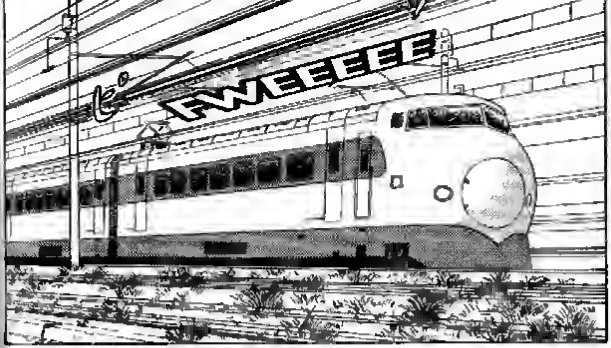
RRRRR
RRRRR
RRRRR
THERE ARE PEOPLE WHO WORK LATE DURING THE NIGHT!
...
KUDOS TO THEM.
AH, THOSE GUYS ARE ON THE JOB WHILE EVERYONE ELSE IS OUT HAVING FUN.
DASH!

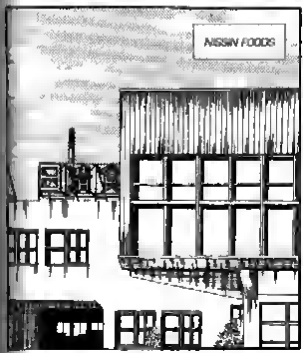
IT WAS AROUND HERE SOMEWHERE...
THERE!
UHH? S...BUT I'M NOT DRUNK, I ASSURE YOU!
I SMELL LIQUOR ON YOU...
PLEASE, GIVE IT A TRY
THIS IS FOOD...?
HUH? WHAT? SALES PROMOTION?

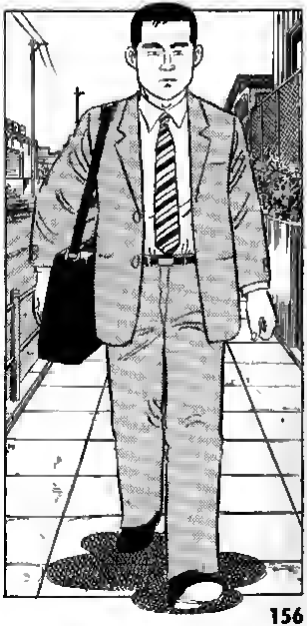
AND YOU EAT THIS WITH A FORK?
YES
OHHH, THERE'S SHRIMP IN IT!

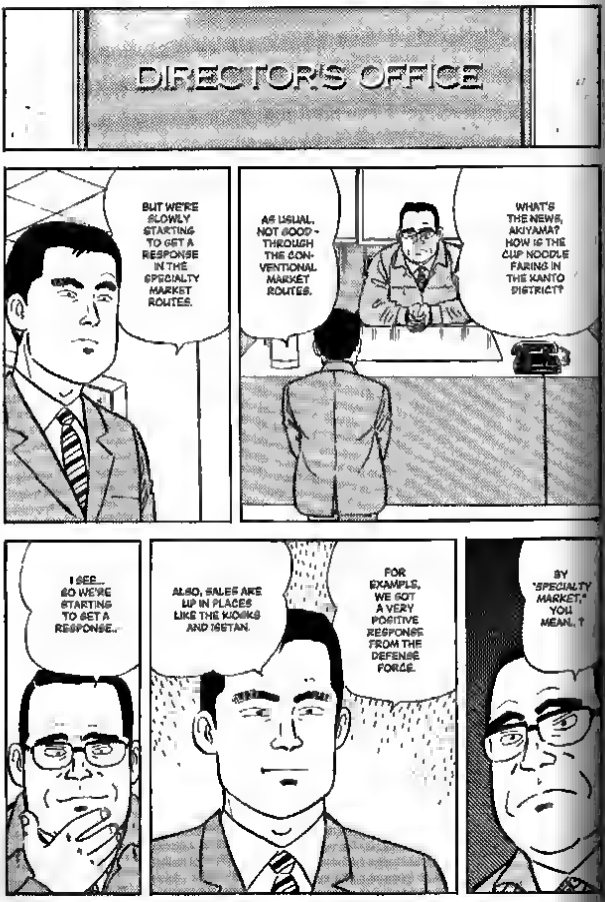
ALL THE RESTAURANTS AROUND HERE ARE CLOSED DURING THE NIGHT...SO IT WOULD BE REALLY HANDY TO HAVE SOMETHING LIKE THIS AROUND...
THIS IS GOOD!
HMM. IT'S CALLED A "CUP NOODLE," EH?

CLATTER
CLATTER
CITY OF TAKATSUKI
I HEAR...
IS THE CUP NOODLE REALLY GOING TO SELL?
THE DIRECTOR SEEMS CALM ABOUT IT, THOUGH.
SO I HEAR.
...THAT STACKS OF CUP NOODLE ARE GATHERING DUST IN THE WAREHOUSE.
OH, THAT'S A SHEE-


FWEEEEE


NISSIN FOODS




DIRECTOR'S OFFICE
BUT WE'RE SLOWLY STARTING TO GET A RESPONSE IN THE SPECIALTY MARKET ROUTES.
AS USUAL, NOT GOOD - THROUGH THE CONVENTIONAL MARKET ROUTES.
WHAT'S THE NEWS, AKIYAMA? HOW IS THE CUP NOODLE FARING IN THE KANTO DISTRICT?
I SEE... SO WE'RE STARTING TO GET A RESPONSE.
ALSO, SALES ARE UP IN PLACES LIKE THE KIOSKS AND 19ETAN.
FOR EXAMPLE, WE GOT A VERY POSITIVE RESPONSE FROM THE DEFENSE FORCE.
BY "SPECIALTY MARKET," YOU MEAN...?

...
.....
BUT... I WONDER IF THERE ISN'T SOME WAY TO FIRE UP HUGE SALES
WHAT IS IT? SAY IT
...COME TO THINK OF IT...
I'D REALLY LIKE TO GET UP SOMETHING BIG ABOUT NOW...
IT ALREADY HAS A HUGE AMOUNT OF FOOT TRAFFIC.
PEDESTRIAN'S PARADISE ITSELF WAS ONLY ESTABLISHED IN AUGUST OF LAST YEAR, YET...
WHAT ABOUT "PEDESTRIAN'S PARADISE"?
TWIRL
キラ〜ン!!

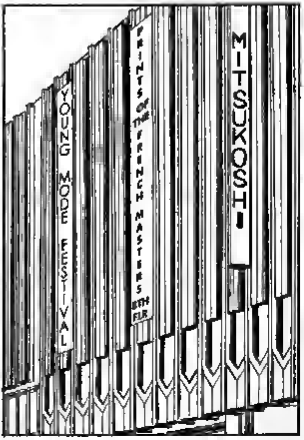
WE CAN USE THIS.
THERE CERTAINLY IS A CROWD THERE.
PEDESTRIANS PARADISE AT THE GINZA.
FOR EXAMPLE, IN THE GINZA, I'VE HEARD THAT THE TURNOUT IS ABOUT 200,000 PEDESTRIANS A DAY.
AKIYAMA, SET ON TO NEGOTIATIONS WITH MITSUKOSHI RIGHT AWAY!
MITSUKOSHI!! IN FRONT OF MITSUKOSHI!!
IF WE'RE GOING TO USE THE GINZA, THEN WE MIGHT AS WELL BE SMACK IN THE CENTER OF IT!
UNDER-STAND
DO YOU THINK IT WILL GO?
RAMEN, AT THE GINZA...
WE'LL SET OUT ON THE STREET CORNER AND DO SOME DIRECT SALES!!
YES, I LIKE IT

RIGHT!
I'LL LEAD
THE
VANGUARD
ON
PEDESTRIAN'S
PARADISE
DAY!!
YES
SIR!!

Chapter 7

SUCCESS

MAKE THE DISPLAY LOOK LIKE THERE ARE TONS OF THE PRODUCT!
PILE UP THOSE CUP NOODLES!
OVER THERE, TOO - PILE THEM UP! AND NEATLY!


MITSUKOSHI
PRINTS OF THE FRENCH MASTERS 8TH FLR
YOUNG MODE FESTIVAL

I HOPE YOU'VE BROUGHT A TON OF THOSE THERMOSES
OK, SASAKI, YOU'RE IN CHARGE OF THE HOT WATER SUPPLY.
YES
MITSUKOSHI IS GOING TO LET US USE THEIR BREAK ROOM FOR OUR SUPPLY OF HOT WATER.
AND THE HOT WATER? WE'LL BE NEEDING A LOT OF IT
FASHION FOOD
NISSIN'S
CUP NOODLE
TEST SALE
NOW GET GOING!!
WITHOUT HOT WATER WE CAN'T BEGIN!
DON'T JUST STAND THERE!
DASH
I KNOW I'M FORGETTING SOMETHING...
UMMM...
UHHM... AND...
WITHOUT THIS, WE WON'T ATTRACT ATTENTION
OHHH... RIGHT, RIGHT

GINZA
PEDESTRIAN'S
PARADISE

COME ONE, COME ALL! LOOK AT THE REVOLUTIONARY NEW PRODUCT!
A TOTALLY NEW TYPE OF FOOD, NEVER BEFORE SEEN!
IT'S NAME IS CUP NOODLE!

SEE IT AND BE AMAZED! TRY IT AND BE AMAZED!
THERE'S NOTHING AS TASTY AS THIS!
AND IT'S ONLY A MERE 100 YEN!
YOU CAN EAT IT ANYTIME, ANYWHERE, EVEN WHILE ON THE MOVE!
IT'S CHIC, IT'S FASHIONABLE!

SEE IT AND BE AMAZED! TRY IT AND BE AMAZED! IT TASTES SO GOOD YOUR CHEEKS WILL MELT!
COME ONE, COME ALL. TRY THE NEW FOOD FOR A NEW AGE! IF NOT, YOU'LL BE LEFT BEHIND THE TIMES!
CUP NOODLE

TYPICAL.
TSK! DID YOU HEAR THAT?!

YES! YOU!
.....?

YOU! THE PRETTY LADY THERE!

TRY IT AND SEE HOW TASTY IT IS!
FOR A PRETTY LADY, TODAY IT'S FREE!
FREE? REALLY?!

WELL, IF IT'S FREE...
OH... MIGHT HAVE BEEN...?
I'M CONFLICTED!...
IT'S FREE FOR YOU, TOO!
YOU TWO THAT MIGHT HAVE BEEN PRETTY ONCE!
OH UH, YOU TWO!
HOW ABOUT SOME CUP NOODLE?
OH! IT'S ACTUALLY QUITE GOOD!
YOU EAT THIS WITH A FORK?
GET YOUR NOODLES HERE!
COME ONE, COME ALL!
FOR THE NEXT GENERATION OF JAPAN, A SPECIAL FOR YOU TODAY!
CAN I?
AH! YOU, LITTLE BOY! HOW ABOUT YOU?
SAMPLE THE REVOLUTIONARY NEW FOOD, CUP NOODLE!
YOU, YOUNG SIR, AND YOU THERE, DAD!
THE CUP NOODLE YOU CAN EAT EVEN WHILE ON THE MOVE!
COME ONE, COME ALL!

TRY SOME TODAY!
THAT'S THE CUP NOODLE!
YOU'VE NEVER EATEN SOMETHING SO GOOD!
THERE'S NEVER BEEN SUCH A CONVENIENT FOOD!
ADD HOT WATER AND IN JUST 3 MINUTES! NO COOKING REQUIRED NO BOWLS REQUIRED! YOU CAN EAT IT ANYTIME, ANYWHERE YOU FEEL LIKE EATING!
TRY SOME TODAY!
A REVOLUTIONARY NEW FOOD!
A NEW FOOD FOR A NEW ERA!

NISSIN FOODS
CHATTER
CHATTER
DID YOU HEAR, MATSUMOTO?
ABOUT THE DIRECTOR HEADING THE PROMOTIONAL SALES AT THE GINZA...
YEAH.
I WONDER HOW IT'LL GO.
I HOPE THEY SELL...

SO? HOW'S IT GOING?
OH, MR. SASAKI...
YOU'VE BEEN ASSIGNED TO THE GINZA SALES, TOO I'VE HEARD?
YES.
HMM... I SEE.
WELL, LOOKING AT THE FACT TWO, IT'S GRADUAL BUT THE SALES ARE SLIGHTLY UP.
THIS HAS THE POTENTIAL FOR INSTANTANEOUS GLOBAL EXPANSION!
THERE ARE ALSO VISITORS FROM ALL SORTS OF LOCAL GOVERNMENTS AND INDUSTRIES FROM WORLDWIDE.
IT'S ALSO A TOURIST COURSE FOR VISITING STUDENTS FROM ALL OVER THE WORLD
THEY SAY THE FOOT TRAFFIC AT PEDESTRIAN'S PARADISE IS ABOUT 100,000 PEOPLE A DAY.
IF THIS SUCCEEDS, IT'LL BE A COUP!
.....
YEAH... IF IT SUCCEEDS...

SHOWA
YEAR 46
NOVEMBER
21
GINZA
PEDESTRIAN'S
PARADE

THE REVOLUTIONARY NEW FOOD! TRY SOME TODAY!
THANK YOU VERY MUCH!
A NEW FOOD FOR A NEW ERA!
日清のカップヌードル
フュージョンフード
テストセール
THANK YOU VERY MUCH!

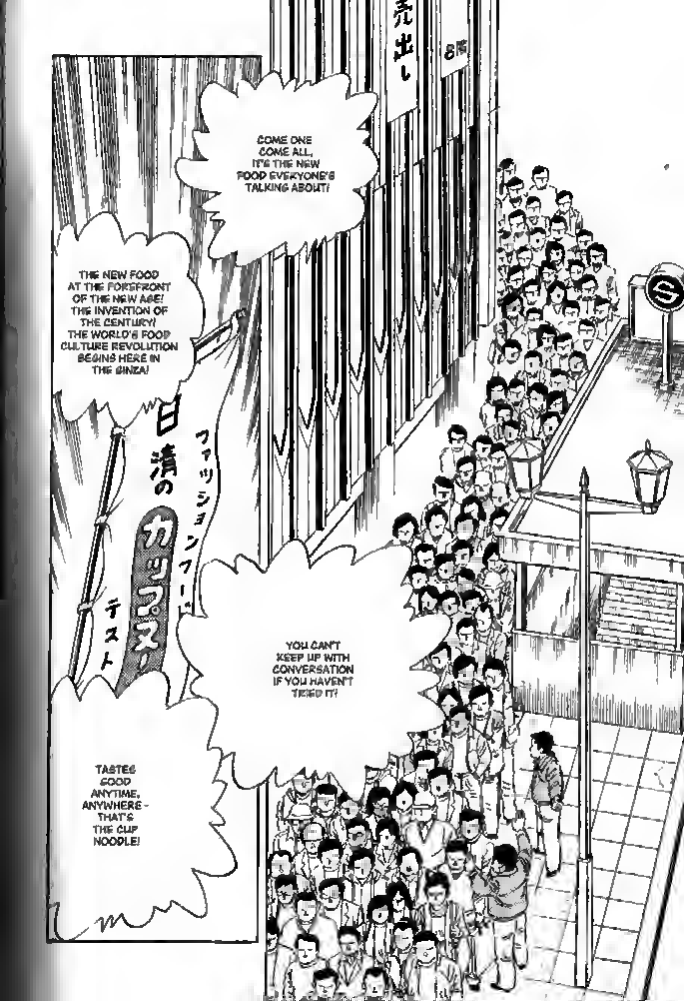
WHAT IS THAT ..?
SOME KIND OF NEW PRODUCT PROMOTION ..
WHAT'S GOING ON OVER THERE?
YOU'VE NEVER SEEN SUCH A CONVENIENT FOOD!
EAT IT ANYTIME ANYWHERE!
NO BOWL REQUIRED, NO COOKING REQUIRED!
ADD HOT WATER AND WAIT JUST 3 MINUTES!
THANK YOU VERY MUCH!
THERE'S PLENTY OF PRODUCT LEFT, SO PLEASE LINE UP! DON'T PANIC, THEY WON'T RUN AWAY!
THANK YOU VERY MUCH!
GET YOURS TODAY!
THE CUP NOODLES!

WE'RE OUT OF HOT WATER!
I'LL GO GET SOME!
GET SOME MORE OUT OF THOSE BOXES!
YES!
THANK YOU VERY MUCH!
PLEASE DON'T PANIC, PLEASE LINE UP!
THE PRODUCT WON'T RUN OUT, WE'VE GOT PLENTY IN STOCK!
FROM THE GINZA, CENTER OF JAPAN, THE CHANGE BEGINS!
COME COME! THE GLOBAL CHANGE IN FOOD CULTURE BEGINS IN JAPAN!

I CAME HERE TODAY JUST FOR THIS
OHHH, THERE'S SHRIMP INSIDE!
IT'S PRETTY GOOD
ISN'T IT?
IT'S TAKING SO LONG.. HURRY UP!
DON'T PUSH. IT'S BOTTLENECKED IN FRONT!
THANK YOU VERY MUCH.
THANK YOU VERY MUCH.
CAREFUL OF THE HOT WATER!
THERE'S PLENTY MORE!
PLEASE DON'T PANIC!
OUT OF HOT WATER.
YES!
HERE IT IS
MORE! MORE!
THERE ISN'T ENOUGH!

EMPTY!
STILL NOT ENOUGH!
W... WHAT A FRACAS IT'S BECOME!
HELLO, THIS IS AKIYAMA.
WE'RE RUNNING OUT OF THE STUFF FAST!
PLEASE USE THE TRUCK TO BRING US SOME MORE OUT HERE!
WE'RE STARTING TO RUN OUT!
HOW ARE WE DOING ON THE SUPPLY, AKIYAMA?
YES SIR!
GET THEM TO TRUCK IN SOME MORE!
RIGHT! WE'LL SELL AS MANY AS WE CAN.

IT'S SORT OF... TRENDY
WHAT'S THAT?
THEY SAID IT'S CALLED "CUP NOODLE!"
OVER THERE!
IN FRONT OF MITSUKOSHI?
I WANT SOME, TOO!
THEY'RE SELLING IT IN FRONT OF MITSUKOSHI.
LET'S GO THERE.
LOOK AT THE LINE!
WHOA! LOOK AT THAT!


売出し
8階
COME ONE COME ALL, IT'S THE NEW FOOD EVERYONE'S TALKING ABOUT!
THE NEW FOOD AT THE FOREFRONT OF THE NEW AGE! THE INVENTION OF THE CENTURY! THE WORLD'S FOOD CULTURE REVOLUTION BEGINS HERE IN THE GINZA!
日清の
ファッションフード
カップヌードル
テスト
YOU CAN'T KEEP UP WITH CONVERSATION IF YOU HAVEN'T TRIED IT!
TASTES GOOD ANYTIME, ANYWHERE - THAT'S THE CUP NOODLE!

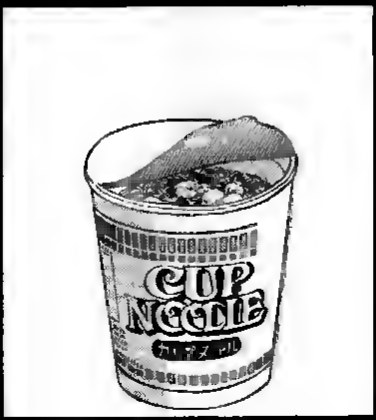
I SEE.
DIRECTOR, THE LINE'S GETTING LONGER AND LONGER!
HERE YOU GO, THANK YOU VERY MUCH.
WE'RE TRUCKING SOME MORE IN!
DON'T PANIC, WE'VE GOT PLENTY READY FOR YOU.
THANK YOU VERY MUCH.
THANK YOU VERY MUCH.
CAREFUL OF THE HOT WATER!
PLEASE LINE UP!
THE CUP NOODLE WON'T RUN OUT WE'VE GOT PLENTY IN STOCK!
PLEASE DON'T PUSH! IT'S DANGEROUS!
IT'S FINALLY CAUGHT FIRE!
BLAZING!

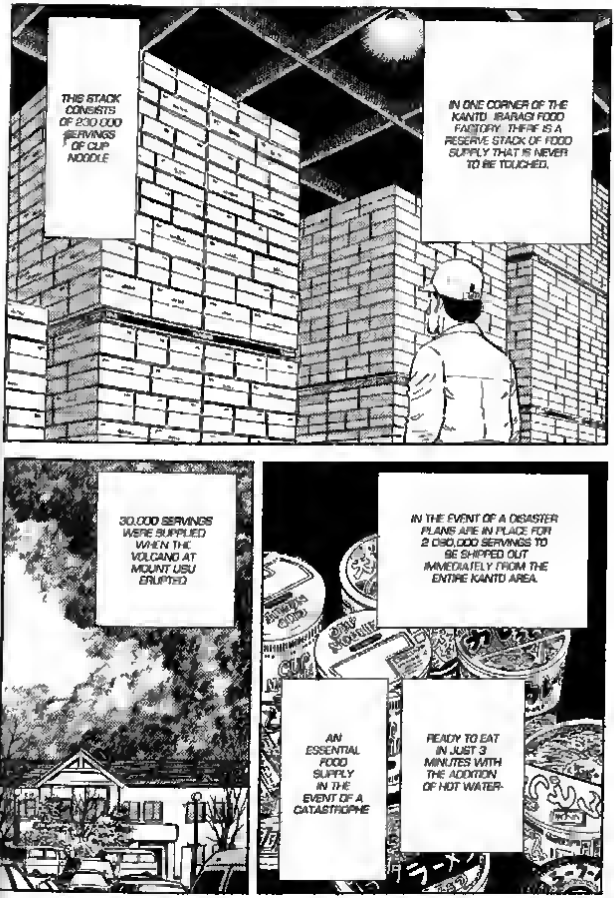
OF COURSE WE'LL BE SETTING UP IN THE GINZA AGAIN NEXT WEEK.
WHAT? HOW MUCH DID WE SELL...?
PLEASE SEND US SOME MORE RIGHT AWAY!
ANYWAY, OUR WAREHOUSE IS COMPLETELY EMPTY.
20,000 IN JUST 4 HOURS! 20,000 SERVINGS!
IT'S NO LIE!
THE GINZA EVENT WAS A HUGE SUCCESS!

NISSIN FOODS
IT'S THE SIGN OF A GREAT HIT!
WOW!
20,000 SOLD IN 4 HOURS AT THE PEDESTRIAN PARADISE IN GINZA!!
toof
WE FINALLY DID IT!
DID YOU HEAR MATSUMOTO? 20,000!

NOW OUR SALARIES WILL INCREASE!
WE'RE DRINKING TONIGHT!

Epilogue




THIS STACK CONSISTS OF 230,000 SERVINGS OF CUP NOODLE.
IN ONE CORNER OF THE KANTO IBARAGI FOOD FACTORY, THERE IS A RESERVE STACK OF FOOD SUPPLY THAT IS NEVER TO BE TOUCHED.
30,000 SERVINGS WERE SUPPLIED WHEN THE VOLCANO AT MOUNT USU ERUPTED
IN THE EVENT OF A DISASTER PLANS ARE IN PLACE FOR 2,090,000 SERVINGS TO BE SHIPPED OUT IMMEDIATELY FROM THE ENTIRE KANTO AREA.
AN ESSENTIAL FOOD SUPPLY IN THE EVENT OF A CATASTROPHE
READY TO EAT IN JUST 3 MINUTES WITH THE ADDITION OF HOT WATER.

AT THE TIME OF THE HANSHIN DISASTER 1,620,000 SERVINGS WERE SHIPPED OUT.
THE EMERGENCY AID IN FOOD THAT THE JAPANESE GOVERNMENT CHOSE TO SEND WAS 1,340,000 SERVINGS OF CUP NOODLES.
WHEN THE SOVIET UNION COLLAPSED IN 1991 ITS ECONOMY WAS IN CHAOS AND FOOD BECAME SCARCE
AND 50,000 SERVINGS WERE SHIPPED AFTER THE GREAT QUAKE IN TAIWAN
2,800,000 SERVINGS AT THE TIME OF THE TROUBLES IN TIMOR, INDONESIA.

FROM WHAT HAD BEEN A FINANCIALLY STRUGGLING FOOD COMPANY THE COUNTLESS EFFORTS AND RESEARCH OF A DIRECTOR AND HIS YOUNG STAFF GAVE RISE TO THIS STORY OF SUCCESS.

END

TRULY, IT HAS BECOME A PILLAR OF THE WORLD'S FOOD SUPPLY.

CURRENTLY 91.2 BILLION CUP NOODLES ARE CONSUMED ANNUALLY WORLDWIDE.

"At any rate, we must move forward."

Head of Noodle Development
Kunio Matsumoto

THE MOST ALLURING THING ABOUT RAMEN WOULD HAVE TO BE THAT AROMA ONE EXPERIENCES BEFORE EATING THE AROMA THAT WHETS THE APPETITE I AM A GREAT LOVER OF RAMEN EVEN NOW, MY WIFE AND I FREQUENT NEARBY RAMEN RESTAURANTS ON OUR DAYS OFF, AND IF WE ARE AWAY, WE SEEK OUT LOCAL RAMEN EATERIES I AM A HARD CORE FAN OF RAMEN

IN THE SHOWA YEAR 45, AT THE TIME, THE ONLY INSTANT RAMEN AVAILABLE WAS THE TYPE CALLED *"BAGGED NOODLES."* IT WAS AT SUCH A TIME THAT I WAS SUDDENLY CALLED INTO DIRECTOR ANDOU'S OFFICE AND ORDERED TO BEGIN DEVELOPMENT OF *"AN INSTANT RAMEN IN A CONTAINER."* THERE HAD NEVER BEEN A PRECEDENT FOR "AN INSTANT RAMEN IN A CONTAINER," AND MY HONEST REACTION WAS, *"CAN SUCH A THING REALLY BE DONE?"*

THE PROVISIONS FOR THE DEVELOPMENT OF THESE NOODLES WERE, *"THE CONTAINER MUST HOLD 300 CCS, THE AMOUNT OF ONE SERVING BOWL," "THE NOODLES MUST BE READY-TO-EAT IN 3 MINUTES,"* AND, *"THE NOODLES WILL BE SHAPED TO FIT THE CONTAINER."*

FIRST, THE METAL MOLDS IN WHICH TO FRY THE NOODLES HAD TO BE MADE. BUT I HAD NO KNOWLEDGE OF WELDING SKILLS AT ALL. I CUT AND WELDED METAL SIMPLY FROM IMITATION AND MADE ALL KINDS OF MOLDS I WASN'T USED TO HANDLING THE WELDING TORCH AND WAS QUITE SCARED AT FIRST USING THE FINISHED MOLD, I WOULD FRY THE NOODLES IN THEM AND FAIL SO I WOULD MAKE ANOTHER MOLD, AND REPEAT THE REJECTED MOLDS PILED UP ALL OVER THE PLACE

EVEN AFTER THE MOLD DESIGN WAS FINALIZED, THE NOODLES REFUSED TO FRY PROPERLY, THEY WOULD NOT RELEASE FROM THE MOLD, OR THE CENTER WOULD REMAIN UNCOOKED SO WE WOULD CHANGE THE TYPE OF OIL AND ADJUST THE TEMPERATURE OF THE OIL AND CONDUCTED COUNTLESS TASTE TESTS OF THE FRIED NOODLES I SAY *"TASTE TESTS"* BUT WE NOT ONLY HAD TO JUDGE THE TASTE WE HAD TO TEST FOR SMOOTHNESS AND TEXTURE AS WELL AS FLAVOR WE CONDUCTED SUCH TASTE TESTS TENS OF TIMES IN ONE DAY HAVING EATEN SO MUCH AT WORK, I WOULD COME HOME AND HAVE NO APPETITE FOR MY WIFE'S HOME-COOKED MEALS AT THAT TIME, WE WERE NEWLY WEDS, MY WIFE WAS EAGER TO COOK FOR ME AND HAVE ME ENJOY HER FOOD, BUT MANY DAYS CONTINUED WHERE I COULD BARELY PICK UP THE CHOPSTICKS ON TOP OF THIS BECAUSE OF THE CONTINUAL EXPOSURE TO THE HEAT FROM THE OIL WE WORKED WITH,

[CONTINUED TO NEXT PAGE]

I LOST A CONSIDERABLE AMOUNT OF WEIGHT. SEEING THIS MY WIFE BEGAN TO PREPARE MY DINNERS WITH MANY VARIETIES OF DISHES, ALL IN SMALL PORTIONS. EVEN WITHOUT AN APPETITE, WHEN I CAME HOME AND SAW ALL THOSE LITTLE PLATES OF FOOD, HOW COULD I REFRAIN FROM EATING? I WAS ACTUALLY VERY HAPPY. I HAD NEVER BEEN THE TYPE TO DISCUSS MY WORK AT HOME, SO I THINK MY WIFE MUST HAVE BEEN VERY WORRIED ABOUT ME. TO THIS DAY, I AM GRATEFUL TO HER.

THE NOODLES CONTINUALLY REFUSED TO FRY PROPERLY, BUT WE COULD NOT GIVE UP. AS DEVELOPERS VENTURING INTO UNCHARTED TERRITORY, THE ONLY WAY TO ADVANCE IS TO SAY, *"IF THIS DOESN'T WORK, THEN WE'LL TRY ANOTHER WAY."* WE CAN GO FORWARD. BUT WE CANNOT GO BACK. TO GO BACK MEANS TO QUIT AS A BUSINESSMAN. IT MEANS BRANDING ONESELF WITH THE ADMISSION, *"I HAVE NO ABILITY AS A DEVELOPER."* INSTEAD OF SAYING, *"I DON'T THINK THIS WILL WORK,"* ONE MUST THINK, *"AT ANY RATE, WE MUST MOVE FORWARD."* WE ALL BELIEVED THIS. AND AS A RESULT, THE CUP NOODLE CAME TO FRUITION.

THERE IS NO WAY TO CONVEY THE JOYOUS FEELING OF SEEING SOMETHING I PERSONALLY HAD A HAND IN CREATING ENTER MASS PRODUCTION. A FACTORY WAS EVEN BUILT. NOT ONLY THE DEVELOPERS, BUT THE ENTIRE COMPANY WAITED IN HOPE THAT THERE WOULD BE A DEMAND FOR THIS NEW PRODUCT, SO WHEN WE HEARD THAT IT HAD BEGUN *"EXPLOSIVE SALES,"* THE ENTIRE COMPANY BECAME ENERGIZED. NEWS LIKE THIS ALSO FUELS THE DESIRE TO SUCCEED IN THE NEXT PROJECT. AS A DEVELOPER, THE EXPERIENCE OF SEEING SUCH MASSIVE SALES OF ONE'S PRODUCT IS A VERY RARE OCCURRENCE.

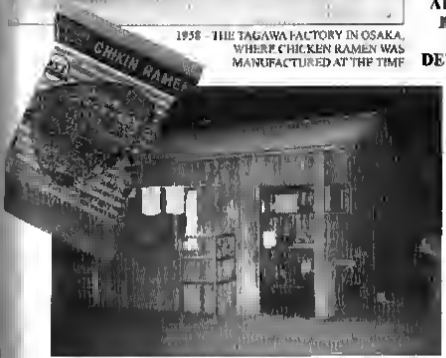
AND AS A DEVELOPER WHO WAS ABLE TO HAVE SUCH AN EXPERIENCE, I AM TRULY HAPPY.

SEPTEMBER 18, THE DAY THE CUP NOODLE WAS RELEASED TO THE GENERAL PUBLIC, ALSO HAPPENS TO BE MY BIRTHDAY. WHAT A GREAT ANNIVERSARY. IT IS A PRODUCT I WILL NEVER FORGET.

1958 – THE TAGAWA FACTORY IN OSAKA, WHERE CHICKEN RAMEN WAS MANUFACTURED AT THE TIME

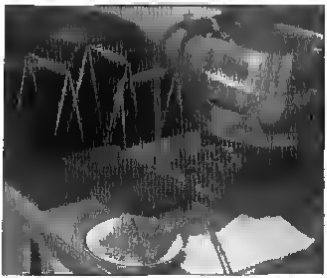
A PHOTOGRAPHIC PROGRESSION OF PROJECT CUP NOODLE

EACH YEAR, 8.2 BILLION CUP NOODLES ARE SOLD WORLDWIDE. BEHIND ITS CREATION IS A LEGACY OF THE DEVELOPERS' STRUGGLES.



ANDO U SED THE SHACK IN HIS BACKYARD FOR RESEARCH AND ENLISTED THE HELP OF HIS WIFE AND CHILDREN IN THE DEVELOPMENT OF CHICKEN RAMEN (*INSTANT RAMEN CREATION COMMEMORATIVE MUSEUM, SHACK REPRODUCTION*)

MOMOFUKU ANDO, *"THE FATHER OF RAMEN,"* PERSISTED IN HIS DEMAND FOR A UNIQUE TYPE OF INSTANT NOODLE.



USING HIS PERSONALLY DEVISED MANUAL NOODLE FRYERS (IN PHOTO, LEFT), ANDOU FRIED THE NOODLES ONE BATCH AT A TIME, CONTINUALLY CONDUCTING EXPERIMENTAL TRIALS. (PHOTO ABOVE AND RIGHT: INTERIOR OF REPRODUCTION SHACK)

HAVING NO EXPERIENCE IN NOODLE CREATION, ANDOU BEGAN FROM SCRATCH, WITH THE BASIC COMBINATION OF INGREDIENTS FOR THE NOODLES.

ANDO TOOK ON THE DEVELOPMENT OF SALES IN AMERICA, BUT THE DIFFERENT EATING HABITS WAS TOO GREAT. THIS BECOMES THE INSPIRATION FOR THE DEVELOPMENT OF THE CUP NOODLE

WITH THE RELEASE OF THE "MISSION CHICKEN" IN 1967 THE CONCEPT OF INSTANT RICE WAS TARGETED

AT THE TIME IN 1964 THE SPAGHETTI-STYLE INSTANT NOODLE, "SPAGHETTY" WAS A FRESH NEW CONCEPT

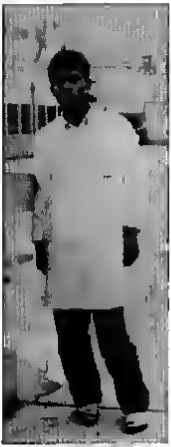
(PHOTO ABOVE) THE TAKATSUKI FACTORY OSAKA WHERE DEVELOPMENTAL RESEARCH FOR THE UNIQUE INSTANT NOODLE WAS CONDUCTED

(PHOTO, LOWER RIGHT) KUNIO MATSUMOTO, WHO STRUGGLED WITH THE PROBLEM OF UNIFORMLY FRYING A CLUMP OF NOODLES 0.1-M IN THICKNESS

(PHOTO, LOWER LEFT) KAZUO IBUKI, WHO TOOK ON THE TASK UNDER CONTAINER DEVELOPMENT IN THE FREEZE DRYING OF INGREDIENTS, HE SOUGHT TO FIND THE ULTIMATE TYPE OF SHRIMP FOR THE PROJECT

ISHINAKI SHIBASAKI, WHO SOLVED THE PROBLEM OF INSUFFICIENT OIL TEMPERATURE ON THE MASS PRODUCTION LINE BY THE [illegible] SIMULTANEOUSLY [illegible] ARE [illegible]

A NEWLY EMPLOYED MASAHIRO NAKAE, WHO ZEALOUSLY PARTICIPATED IN CONTINUOUS DEVELOPMENT, AS WELL AS TEST SALES.



[illegible] MATSUMOTO'S WIFE, OUT OF CONCERN FOR HER HUSBAND, KINDLY LET'S PREPARED SMALL PORTIONED DISHES FOR HIM. THIS CONTINUES EVEN TODAY

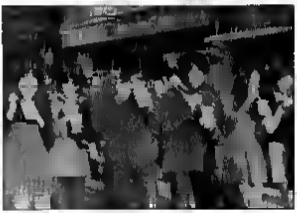
TERUHISA AKITAMA WAS GIVEN THE PAINSTAKINGLY DIFFICULT TASK OF FINDING A NEW ROUTE FOR SALES.

SADAAKI ISHIHASHI WAS ENTRUSTED WITH THE CHALLENGE OF COMING UP WITH A TYPE OF NOODLE ENTIRELY DIFFERENT FROM CHICKEN RAMEN.

THE [illegible] WORKED DILIGENTLY [illegible] DAY AND NIGHT ON THE PRODUCTION OF THE ULTIMATE INSTANT NOODLE. OVERCOMING MANY CHALLENGES, THE CUP NOODLE WAS BORN, CHANGING CULINARY CULTURE IN THE PROCESS, AS WELL AS GIVING RISE TO MANY NEW INNOVATIVE MANUFACTURING TECHNIQUES.

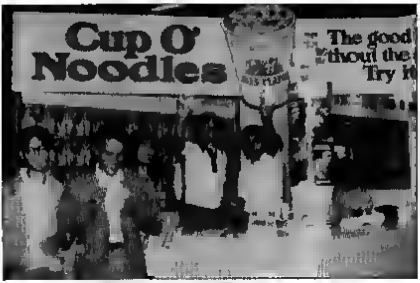
NOVEMBER 1971: AN OPENING CEREMONY FOR A NEW PEDESTRIAN'S PARADISE IN THE GINZA AREA IS HELD. THE PREVIOUSLY CAR-FILLED STREET WAS FILLED WITH YOUNG PEOPLE AND FAMILIES ON OUTINGS, MAKING AN IDEAL STAGE FOR MUSIC AND EVENTS.

THE BIRTH OF THE MAGIC RAMEN, A CUP OF NOODLES THAT WAS READY TO EAT IN 3 MINUTES WITH ONLY THE ADDITION OF HOT WATER.



AT FIRST, THERE WERE SOME WHO WERE RELUCTANT TO EAT WHILE STANDING, BUT THE CONVENIENCE-SEEKING YOUTH FLOCK TO THE PRODUCT RIGHT AWAY.

SALES AT THE PEDESTRIAN'S PARADISE BIG AND MORE AND MORE POPULAR EACH TIME IT WAS HELD. A HUGE LINE OF PEOPLE FORMED, AND 20,000 SERVINGS SOLD IN JUST 4 HOURS.



1973: CALLED "CUP O' NOODLES," SALES BEGIN IN AMERICA. OVERSEAS SALES BEGIN IN EARNEST. CURRENTLY, 4.2 BILLION SERVINGS OF CUP NOODLES ARE EATEN ANNUALLY.

THE FIRST CUP NOODLE VENDING MACHINE WAS INSTALLED AT THE TOKYU HOME OFFICE OF NIPPON KOGAI SHINBUN (NIPPON FINANCIAL NEWS).

THE SECRET OF CUP NOODLE

THE WORLD'S FIRST NOODLE IN A CUP WAS BORN IN 1971. AT THE TIME, THE TECHNIQUES USED IN ITS DEVELOPMENT WERE REVOLUTIONARY. THE CUP NOODLE THAT CHANGED PEOPLE'S EATING HABITS FOREVER. HERE ITS SECRETS ARE REVEALED

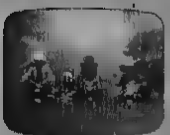
NOODLES
THE NOODLES ARE DENSE ON TOP AND THINNED OUT AT THE BOTTOM. SUSPENDED IN THE MIDDLE OF THE CONTAINER THROUGH CONTACT WITH THE SIDES, THIS NOT ONLY PREVENTS BREAKAGE OF THE NOODLES DURING SHIPPING, BUT ALSO ALLOWS THE EASIER ABSORPTION OF HOT WATER FROM THE BOTTOM
INGREDIENTS
THE INGREDIENTS ARE DEHYDRATED USING THE FREEZE-DRYING PROCESS. BECAUSE OF THIS, THE SHRIMP, SQUID AND MEAT RETAIN THEIR COLOR, FRESHNESS OF TASTE AND NUTRIENTS
PACKAGING
THE CUP SERVES THREE FUNCTIONS AS PACKAGING, COOKWARE AND SERVING BOWL ALL IN ONE. THE HEAT RESISTANT STYROFOAM CONTAINER INSULATION, KEEPING THE WATER INSIDE HOT

CUP NOODLE TV COMMERCIALS

A NOSTALGIC LOOK AT SOME PAST COMMERCIALS ALWAYS AHEAD OF THEIR TIME, THESE TV SPOTS NOTABLY INCORPORATED ELEMENTS SUCH AS AN ESTABLISHED STORYLINE AND CGI.

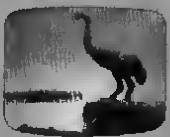
1985 "PARIS DRAKAR RALLY"

1984 "FIRST KISS"



1972 "COMMON SENSE"

1999 "BERLIN"



1992 "MOA"

1987 "TOM SAWYER"

THE MANUFACTURING PROCESS OF THE CUP NOODLE

AT THE TIME OF CUP NOODLE'S ORIGINAL RELEASE IN 1971, THE RATE OF MANUFACTURE WAS 30 SERVINGS PER MINUTE, BUT DUE TO THE UPGRADE TO AUTOMATED TECHNOLOGY, THE CURRENT MANUFACTURING RATE IS OVER 600 SERVINGS.

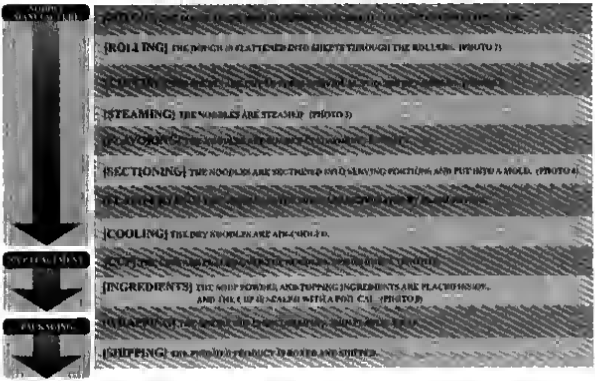

{ROLLING} THE DOUGH IS FLATTENED INTO SHEETS THROUGH THE ROLLERS. (PHOTO 1)
{STEAMING} THE NOODLES ARE STEAMED. (PHOTO 3)
{SECTIONING} THE NOODLES ARE SECTIONED INTO SERVING PORTIONS AND PUT INTO A MOLD. (PHOTO 4)
{COOLING} THE DRY NOODLES ARE AIR-COOLED.
{INGREDIENTS} THE SOUP POWDER AND TOPPING INGREDIENTS ARE PLACED INSIDE AND THE CUP IS SEALED WITH A FOIL CAP. (PHOTO 5)
{SHIPPING}

PHOTO 1 NOODLE ROLLERS

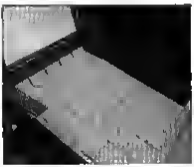


PHOTO 2 CUTTING MACHINE

PHOTO 3 STEAMER

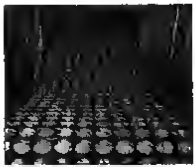


PHOTO 4 SECTIONING DEVICE

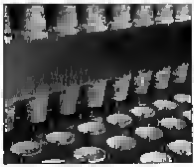


PHOTO 5 CUP MACHINE

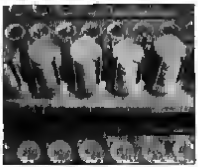


PHOTO 6 ALUMINUM CAP MACHINE

THE TRAIL OF THE CUP NOODLE

IT HAS BEEN 31 YEARS SINCE THE EAT-ANYTIME-ANYWHERE CUP NOODLE WAS INTRODUCED. ALWAYS WITH TASTE IN MIND, MANY DIFFERENT VARIETIES OF THIS PRODUCT HAVE BEEN PUT ON SALE. ALWAYS CATERING TO THE CHANGING TASTES OF THE CONSUMER, NEW IDEAS WERE PRESENTED AS DEMANDS FOR NEW FLAVORS AROSE. THE SIZE OF THE CONTAINER ALSO VARIED, FROM THE MINI TO THE BIG. THERE IS INFINITE CREATIVITY AND PASSION EVIDENT IN ITS PRODUCT DEVELOPMENT.

*THE PRODUCTS SHOWN WERE INTRODUCED FROM 1971–2000.
PLEASE NOTE THAT SOME OF THE PRODUCTS HAVE SINCE BEEN DISCONTINUED.

1981年
CHICKEN NOODLE

1973年
CUP NOODLE
CURRY

1972年
CUP NOODLE
TEN-SOBA

1971年
CUP NOODLE

1988年
D CUP NOODLE

1986年
VEGETABLE NOODLE

1984年
CUP NOODLE MINI

1984年
SEAFOOD NOODLE

OTHER CUP NOODLE TYPES

1990年
CHICKEN RAMEN DONBURI

1979年
MENKOKU

1976年
UFO

1976年
DONBEI

1992年
CUP NOODLE
MISO

1991年
CUP NOODLE
BIG

1990年
CUP NOODLE
RED ZONE

1989年
CUP NOODLE
CHINA
HOI KOU LO MEN

1996年
CUP NOODLE
HAPPOUSAI

1995年
CUP NOODLE
SUMMER NOODLE

1993年
CUP NOODLE
IKATON

1993年
CUP NOODLE
BOOTON

2000年
STAMINA
CUP NOODLE
KALBI
BLACK SHOYU

1999年
CUP NOODLE
CANTON GOMOKU

1998年
CUP NOODLE
OKOGE

1997年
CUP NOODLE
HAYASHI

1995年
SPAOH

1993年
GONBUTO

1992年
RAOH

1991年
DEMAE
ICCHO
DONBURI

CUP NOODLES

YEAR	MONTH	EVENTS WITHIN NISSIN FOODS	EVENTS IN SOCIETY	SOCIAL TRENDS
1948 SHOWA23	9	CHUKOUSOSHA FOUNDED	90 OF THE FIRST WAR BRIDES LEAVE FOR AMERICA. POTASSIUM CYANIDE MURDER OF BANK TELLERS AT TEIKOKU (IMPERIAL) BANK. BOY WHO RAN AWAY FROM HOME SAYING, "I WANT TO EAT WHITE RICE." RETURNS AFTER ONE AND A HALF YEARS.	ICE CANDY BECOMES POPULAR. [SONG] *HARUO OKA - "AKOGARE NO HAWAII KOURO* (THE HAWAIIAN ROUTE OF MY YEARNING)". [MOVIE] "TARZAN S SECRET TREASURE" [SLANG] *TENYA WANYA* (TOPSY-TURVY), *ZEN-SI'TO* (GENERAL STRIKE)
1958 SHOWA33	8 12	"CHICKEN RAMEN" GOES ON SALE. NAME OF COMPANY CHANGED TO NISSIN FOODS	THE KANMON NATIONAL FREEWAY TUNNEL, THE WORLD S FIRST UNDERSEA TUNNEL, OPENED FOR TRAFFIC (LENGTH: 3,461 METERS, 21 YEARS AFTER START OF CONSTRUCTION). FUJI HEAVY INDUSTRIES RELEASES THE SUBARU 360, A LIGHT PASSENGER VEHICLE THE FIRST 10,000 YEN BILL (*SHOTOKU TAISHI*) ISSUED	EXPLOSIVE ROCKABILLY BOOM *"JOSEI JISHIN (WOMAN'S SELF)"*, *"SHUKAN TAISHU (WEEKLY PUBLIC)"* MAGAZINES PUBLISHED [MOVIE] *"ARASHI O YOBU OTOKO (THE STORM CALLER)"*, "THE TEN COMMANDMENTS" [SLANG] *IKASU* (COOL), *SHIBIRERU* (ELECTRIC), *DANCHIZOKU* (APARTMENT COMPLEX DWELLERS)
1959 SHOWA34	12	TAKATSUKI FACTORY COMPLETED; HOME OFFICE IS MOVED.	NEW COINS ISSUED WITH THE FOLLOWING VALUES: 100 YEN (SILVER), 50 YEN (NICKEL), 10 YEN (BRASS), 5 YEN (BRASS) ACE FOODS (NOW ACECOOK) BEGINS SALES OF INSTANT RAMEN "ACECOOK."	SADAHARU OH JOINS THE GIANTS, PLAYS IN OPENING GAME [MUSIC] DEBUT OF THE PEANUTS. [MOVIE] "12 ANGRY MEN" [SLANG] *IWATO KEIKI* (PERIOD OF GOOD ECONOMY FROM 1958-61), *GIMETSUI* (GREEDY)
1960 SHOWA35		TOSHIAKI SHIBASAKI ENTERS COMPANY	SEKISUI HOUSE BEGINS SALES OF GENUINE PRE-FABRICATED HOUSING TOKYO SHIBAURA ELECTRIC (NOW TOSHIBA) RELEASES JAPAN S FIRST COLOR TELEVISION SET (420,000 YEN) INSTANT RAMEN BOOM	THE CAR RADIO INTRODUCED [MOVIE] "BEN HUR", "THE ALAMO" [SLANG] INSTANT *IGI NASHI* (NO OBJECTION), *"IE TSUKI, CAR TSUKI, BABANUKI"* (THE IDEAL MARRIAGE PARTNER - "HAS HOUSE, HAS CAR, NO MOTHER-IN-LAW")
1961 SHOWA36	6	"CHICKEN RAMEN PLUS CURRY" GOES ON SALE.	YOKOHAMA'S MARINE TOWER COMPLETED (KANAGAWA) MORINAGA DAIRY INDUSTRIES BEGINS SALES OF "CREAP" A SALARYMAN'S AVERAGE MONTHLY WAGE IS 45,000 YEN	OSAMU TEZUKA ESTABLISHES MUSHI PRODUCTIONS. [MOVIE] "WESTSIDE STORY" [SLANG] LEISURE, *KOUDO SEICHO* (RAPID GROWTH, EXPANSION)
1962 SHOWA37		SADAAKI ISHIBASHI ENTERS COMPANY	OSAKA TOHO TAXI DEVELOPS THE PROPANE TAXI, WHICH IS FUELED BY LP GAS THE WAKATO OOHASHI, THE LONGEST SUSPENSION BRIDGE IN THE EAST, IS OPENED TO TRAFFIC (FUKUOKA). SUDDEN INCREASE IN NUMBER OF SUPERMARKETS	SADAHARU OH APPEARS IN THE JULY 1 GAME AGAINST TAIYO USING HIS TRADEMARK, THE ONE-LEGGED BATTING TECHNIQUE. BECOMES FAMOUS THROUGHOUT JAPAN [MOVIE] "THE LONGEST DAY", "DUMBO" [SLANG] *AOTAGAI* ("BUYING A GREEN FIELD, " TO INVEST IN SOMETHING BEFORE ITS POPULARITY), *RYUTSUU KAKUMEI* (MARKETING REVOLUTION)

1963 - 1968

YEAR	MONTH	EVENTS WITHIN NISSIN FOODS	EVENTS IN SOCIETY	SOCIAL TRENDS
1963 SHOWA38		KAZUO OHNO ENTERS COMPANY	● MACARONI, SPAGHETTI AND OTHER NOODLE TYPES INTRODUCED ONTO SCHOOL LUNCH MENUS	● POPCORN SALES BEGIN AT MOVIE THEATERS AND AMUSEMENT PARKS
	3	"CHICKEN RAMEN SNACK" GOES ON SALE.	THE NATION'S FIRST PEDESTRIAN BRIDGE IS COMPLETED. LOCATED IN FRONT OF OSAKA STATION	[MOVIE] "CLEOPATRA", "THE BIRDS"
	7	"NISSIN YAKISOBA" GOES ON SALE.	AJINOMOTO BEGINS SALES OF "CORNFLAKES."	[SLANG] *VACANCE* (VACATION), *GYOBIDENAI* (NOT NEEDED)
				SHOTARO ISHINORI BEGINS "CYBORG 009" MANGA SERIES
1964 SHOWA39		TERUHISA AKIYAMA ENTERS COMPANY	● THE FIRST HIGH-SPEED RAILWAY 'THE NEW "OKAIDO BULLET LINE OPENS.	● [SONG] *HARUMI MIYAKO - "ANKO TSUBAKI WA KOI NO HANA* (ANKO TSUBAKI IS THE FLOWER OF LOVE")
	6	"SPAGHENY" GOES ON SALE.	18TH OLYMPICS HELD IN TOKYO	[TV] *"HYOKKORI HYOTANJIMA"* (CHILDREN'S SHOW)
			ZOJIRUSHI MAHOBIN BEGINS MASS PRODUCTION OF ITS THERMOS LINE.	[MOVIE] "THE UMBRELLAS OF CHERBOURG"
			AT THE SUNTORY OSAKA CLUB IN KITASHINCHI OSAKA, THE BOTTLE-KEEP SYSTEM IS INTRODUCED.	[SLANG] *KONJO* (GRIT, GUTS), IVY LEAGUE, O.L. ("OFFICE LADY"; AN OUT-OF-COLLEGE OFFICE-WORKING CAREER WOMAN)
1965 SHOWA40	2	"CHICKEN RAMEN" PRICE DROPS FROM 35 YEN TO 30 YEN	● JAPAN AIRLINES BEGINS SALES OF "JALPAC." ARRIVAL OF A NEW ERA IN WHICH OVERSEAS TRAVEL IS NOW COMMON AND ACCESSIBLE TO THE MASSES.	● THE VENTURES ARRIVE IN JAPAN, STARTING AN ELECTRIC GUITAR BOOM. THE TRIFECTA OF DESIRED TEENAGE POSSESSIONS: THE ELECTRIC GUITAR, THE RECORD, AND THE TAPE RECORDER
		KUNIO MATSUMOTO ENTERS COMPANY.	OHTSUKA PHARMACEUTICALS RELEASES THE "ORONAMIN-C."	[MOVIE] "THE SOUND OF MUSIC"
			MEISHIN HIGHWAY OPENS ALL LANES TO TRAFFIC	[SLANG] *MAJIME NINGEN* (SERIOUS PERSON, A SQUARE), MY HOME
			PERCENTAGE OF HOUSEHOLDS OWNING REFRIGERATORS EXCEEDS 50%.	
1966 SHOWA41	6	DIRECTOR ANDOU MOMOFUKU VISITS AMERICA.	● INSTANT RAMEN, SUCH AS SANYO FOODS' "SAPPORO ICHIBAN" AND MYOJO'S "CHAKUMERA," GO ON SALE	● THE BEATLES ARRIVE IN JAPAN, PERFORM FIVE CONCERTS AT THE BUDOKAN.
	9	NISSIN TEXT: "WAFU CHICKEN RAMEN" GOES ON SALE.	THE SILVER 100 YEN COIN AND PAPER BILL ARE DISCONTINUED; 100 YEN COIN NOW MADE OF NICKEL.	[TV] *"ZENIGATA HEIJI"* PREMIERS, CONTINUES FOR 18 YEARS
			AMERICA USES DEFOLIATION AGENT IN VIETNAM	[MOVIE] "A MAN AND A WOMAN (UN HOMME ET UNE FEMME)", "WAR AND PEACE"
				[SLANG] *"BOKAA SHIAWASEDANA* (I AM ONE LUCKY GUY)"
1967 SHOWA42	10	"NISSIN LUNCH CHAHAN" GOES ON SALE	● TAKARA RELEASES THE "RIKA CHAN" DOLL.	● THE HIROSHIMA TOYO CARPS ESTABLISHED
			THE HANKYU BRAVES WIN FOR THE FIRST TIME IN THEIR 32 YEAR ESTABLISHMENT	[SONG] *YUKARI ITO - "KOYUBI NO OMOIDE* (A PINKY'S MEMORY)"
			THE STAND-AND-EAT SOBA COUNTER BECOMES POPULAR.	[TV] MISSION IMPOSSIBLE"
				[SLANG] *KAKU KAZOKU* (NUCLEAR FAMILY), *MIRAIGAKU* (FUTUROLOGY), *ZAWA* (DIALOGUE)
1968 SHOWA43	2	"OEMAE ICCHYO" GOES ON SALE	● OHTSUKA FOOD INDUSTRIES RELEASES THE FIRST BOIL-IN-THE-BAG FOOD PRODUCT, THE "BONCURRY" (80 YEN)	● TETSUYA CHIBA BEGINS *"ASHITA NO JOE* (TOMORROW'S JOE)" MANGA SERIES.
			FIRST SKYSCRAPER, THE "KASUMIGASEKI BUILDING," IS COMPLETED (TOKYO)	[SONG] TIGERS - *"HANA NO KUBIKAZARI* (A NECKLACE OF FLOWERS"
			THE 3 BILLION YEN INCIDENT OCCURS.	[TV] ANIME *"KYOJIN NO HOSHI* (STAR OF THE GIANTS)" *"GEGEGE NO KITARO"*
			AVERAGE RENT FOR A COMMERCIAL APARTMENT THE SIZE OF YON-JYO-HAN (FOUR AND A HALF MATS): 6,500 YEN	[MOVIE] *"ORETACHINI ASHITA WA NAI* (FOR US THERE IS NO TOMORROW)", "THE GRADUATE"
				[SLANG] *SHOWA GENROKU* (SHOWA ERA NOSTALGIA), *ZUKKOKERU* (TO TRIP AND FALL IN A SLAPSTICK MANNER, TO FAIL)

YEAR	MONTH	EVENTS WITHIN NISSIN FOODS	EVENTS IN SOCIETY	SOCIAL TRENDS
1969 SHOWA44	7	"NISSIN NAMA-CHUKA" GOES ON SALE.	PUSH-BUTTON STYLE PHONE, "PUSHPHONE," APPEARS. TOUMEI FREEWAY OPENS ALL LANES TO TRAFFIC. JAPAN'S FIRST NUCLEAR-POWERED CARRIER "MUTSU" SETS SAIL. AMERICA'S APOLLO 11 LANDS ON THE MOON.	TAKAO SAITO BEGINS "GOLGO 13" MANGA. [TV] "YOUNG ON OH!" [SLANG] ECONOMIC ANIMAL, *NYAROME*, *TATTAZE BABY* (WE DID IT, BABY!), *WARUNORI* (TO GET CARRIED AWAY IN MISCHIEVOUSNESS, TO GO TOO FAR)
1970 SHOWA45		MASAHIRO SASAKI ENTERS COMPANY. CUP NOODLE DEVELOPMENT PROJECT OFFICIALLY BEGINS IN EARNEST	JAPAN WORLD EXPO OPENS (OSAKA). JAPAN'S FIRST "KENTUCKY FRIED CHICKEN" OPENS IN NAGOYA RED ARMY FACTION HIJACKS JAPAN AIRLINES FLIGHT "YODO". "PEDESTRIAN'S PARADISE" ESTABLISHED IN THE TOKYO GINZA.	GAMES OF FRISBEE AND TWISTER BECOME HUGELY POPULAR AMONG YOUTH *"AN AN"* MAGAZINE PUBLISHED. [TV] *"JIKAN DESUYO* (IT'S TIME)", ANIME " *ASHITA NO JOE* (TOMORROW'S JOE)" [SLANG] HIJACK, *UCHIGEBA* (IN-FIGHTING)
1971 SHOWA46	2	"CUP NOODLE" UNDERGOES TEST SALES AT SKI RESORT	AVERAGE STARTING SALARY OF A MALE COLLEGE GRADUATE OFFICE WORKER 48,025 YEN	"KAMEN RIDER (THE MASKED RIDER)" AIRS, THE CATCH PHRASE *"HENSHIN"* (TRANSFORM)" BECOMES POPULAR AMONG CHILDREN
	9	"CUP NOODLE" BEGINS OFFICIAL SALES IN 100 RETAILERS WITHIN THE CITY OF TOKYO (RETAIL PRICE: 100 YEN)	JAPAN'S FIRST "MR.DONUT" OPENS (OSAKA). KIYOSHI OHKUBO, WHO KIDNAPPED AND MURDERED EIGHT WOMEN, IS ARRESTED (EXECUTED IN SHOWA YEAR 51).	TOY "AMERICAN CLACKER" BECOMES POPULAR.
	10	KANTO FACTORY BEGINS OPERATION	WORLD'S FIRST LIVER CANCER OPERATION SUCCESSFUL (KUMAMOTO)	[SONG] RUMIKO KOYANAGI - *"WATASHI NO JYOKAMACHI* (MY LOWER-CASTLE TOWN)"
	11	"CUP NOODLE" PROMOTIONAL SALES ON THE GINZA'S PEDESTRIAN'S PARADISE BEGIN "CUP NOODLE" VENDING MACHINE INSTALLED AT THE TOKYO HOME OFFICE OF NIPPON KEIZAI SHINBUN	ASAHI BEER FIRST IN JAPAN TO BE SOLD IN ALUMINUM CANS. DEFENSE FORCE PLANE COLLIDES WITH AN ALL NIPPON AIRWAYS FLIGHT (IWATE).	[TV] *"STAR TANJYO* (A STAR IS BORN)" [CINEMA] "LOVE STORY", "LITTLE BIG MAN" [SLANG] *GOMI SENSOU* ("TRASH WARS", FIGHT AGAINST GROWING GARBAGE PROBLEM, POLLUTION), FEELING, DISCOVER JAPAN, ANNON ZOKU (WOMEN WHO ARE SEEN CARRYING THE FASHION MAGAZINES *"AN AN"* OR *"NON NO"* EVERYWHERE)
1972 SHOWA47	12	"CUP NOODLE TENSOBA" GOES ON SALE	11TH WINTER OLYMPICS HELD IN SAPPORO. INCIDENT WITH THE RED ARMY ALLIANCE AT THE ASAMA MOUNTAIN LODGE (NAGANO) OKINAWA ENJOYS TOURISM BOOM AFTER TERRITORY IS RETURNED LOTTE OPENS ITS FIRST "LOTTERIA" (TOKYO)	SHINJI MIZUSHIMA BEGINS "DOKABEN" MANGA [SONG] LINDA YAMAMOTO - *"DOUNIMO TOMARANAI* (CAN'T STOP)" [CINEMA] "A CLOCKWORK ORANGE" [SLANG] *NIHON RETTOU KAIZOU* (REORGANIZATION FOR THE ISLANDS OF JAPAN), *KOI-KOTSU NO HITO* ("THE ENRAPTURED ONE", A SENILE PERSON)
1973 SHOWA48	5	"CUP NOODLE CURRY" GOES ON SALE	THE OSAKA INTERNATIONAL BUILDING, THE TALLEST BUILDING IN WESTERN JAPAN, COMPLETED	FASHION BECOMES UNISEX, BOOTS AND TANKTOPS BECOME FASHIONABLE AMONG MEN
	11	NISSIN TEXT SALES OF "CUP O' NOODLES" BEGINS IN AMERICA.	HATTORI SEIKO'S "QUARTZ DIGITAL WRISTWATCH" GOES ON SALE. FRENZY OF TOILET PAPER HOARDING OCCURS NATIONWIDE.	[SONG] CHERISH - *"TENTOUMUSHI NO SAMBA* (LADYBUG SAMBA)" [SLANG] OIL SHOCK, *NIHON CHINBOTSU* (CAPSIZING OF JAPAN)

YEAR	MONTH	EVENTS WITHIN NISSIN FOODS	EVENTS IN SOCIETY	SOCIAL TRENDS
1976 SHOWA51	5	"NISSIN YAKISOBA UFO" GOES ON SALE.	YAMATO TRANSPORT BEGINS "EXPRESS DELIVERY" SERVICE. LOCKHEED INCIDENT DISCLOSED SOVIET MIG25 FIGHTER PLANE MAKES A FORCED LANDING AT HAKODATE AIRPORT. CREW REQUESTS POLITICAL ASYLUM TO THE UNITED STATES FIRST "HOKKA HOKKA TEI" RESTAURANT OPENS ITS DOORS (SAITAMA)	JOGGING BOOM CAUSES EXPLOSIVE SALES OF THE "ROOM RUNNER" TREADMILL EXERCISE MACHINE. [SONG] YUMI ARAI - *"MO HVI KAERITAI* (I WANT TO GO BACK TO THAT DAY)" [TV] *"PRO YAKYUU NEWS* (PRO BASEBALL NEWS)" [SLANG] *KOUZOU OSHOKU* (INTERNAL BRIBES, CORRUPTION), *HASHAGISUGI* (TOO EAGER)
	8	"NISSIN'S DONBEI KITSUNE" GOES ON SALE.		
	11	NISSIN TEXT "NISSIN'S DONBEI TENSOBA" GOES ON SALE.	CYANIDE COLA MURDER INCIDENT OCCURS (TOKYO). "MILD SEVEN" CIGARETTES NEWLY ON SALE (150 YEN). ELVIS PRESLEY DIES (USA). JAPAN AIRLINES FLIGHT HIJACKED BY RED ARMY ALLIANCE. DISCOUNT SHOPS ENJOY HUGE POPULARITY	KARAOKE BOOM AMONG SALARY MEN. [SONG] PINK LADY - "SOS", "WANTED" [TV] "CHARLIE'S ANGELS" [MOVIE] *"HAKKODASAN* (HAKKODA MOUNTAIN)", "ROCKY" [SLANG] *ENDAKA* (HIGH YEN VALUE), *YOSSHA YOSSHA* (OK OK) TENCHUSATSU BOOM.
1977 SHOWA52	4	OSAKA HOME OFFICE BUILDING COMPLETED.		
1979 SHOWA54	7	"NISSIN RAMEN MENKOKU" GOES ON SALE.	MAN WIELDING HUNTING RIFLE TAKES HOSTAGES AT MITSUBISHI BANK (OSAKA) TAIHOU PHARMACEUTICALS RELEASES "SOLMAC" SONY RELEASES THE "WALKMAN" THE TOUMEI NIHONZAKA TUNNEL PILE-UP ACCIDENT OCCURS.	[SONG] KAI BAND - "HERO" [TV] *"SANNEN B-GUMI KINPACHI SENSEI* (THIRD YEAR CLASS B, TEACHER KINPACHI)" [SLANG] *YUUGUREZOKU* (THE SUNSET TRIBE), INVADER TETSUKO KUROYANAGI'S *MADOGIWA NO TOTTO-CHAN* (TOTTO BY THE WINDOW) HITS 4,300,000 MARK IN BOOK SALES, AN UNPRECEDENTED MILLION-SELLER.
1981 SHOWA56	8	"NISSIN HANTEN BAN BAN JEE" GOES ON SALE.	SUNTORY BEGINS IMPORT AND SALES OF AMERICAN BEER "BUDWEISER" TRUCK DRIVER FINDS BUNDLED CLOTH WITH ONE BILLION YEN INSIDE ON A STREET IN THE GINZA AUTHOR KUNIKO MUKAIDA DIES IN PLANE CRASH	[SONG] SEIKO MATSUDA - *"NATSU NO TOBIRA* (DOORWAY TO SUMMER)" MIYUKI NAKAJIMA - *"AKUJYO* (VILLAINESS)" [TV] *"KONYA WA SAIKO* (IT'S GREAT TONIGHT)" ANIME *"URUSEI YATSURA"* [SLANG] *NAMMENAYO* (DON'T TAKE ME FOR A FOOL), BYE-CHA
1984 SHOWA59	7	"SEAFOOD NOODLE" GOES ON SALE	ALMAN RELEASES THE "KIN-EN PAIPO (STOP-SMOKING PIPE-O)"	KATSUHIRO OTOMO'S MANGA "AKIRA" GOES ON SALE
	11	"CUP NOODLE MINI" GOES ON SALE	SUDDEN RISE IN NUMBER OF SPORTS GYMS, FEATURING POOL, GYM AND STUDIO FIRST ARRIVAL OF THE KOALA AT A JAPANESE ZOO	[SONG] CHECKERS - *"NAMIDA NO REQUEST* (REQUEST OF TEARS)" [CINEMA] "GHOSTBUSTERS" [SLANG] *KURIKAIZOKU* (THE "THEY-WON'T" TRIBE), *KYOUKAN!* (TEACHER!)
1988 SHOWA63	3	TOKYO HOME OFFICE BUILDING COMPLETED.	DEFENSE FORCE SUBMARINE COLLIDES WITH A FISHING SHIP TBS BRITANNICA, JAPAN'S FIRST ELECTRONIC ENCYCLOPEDIA, COMPLETED VISA NO LONGER REQUIRED FOR TOURIST TRAVEL TO THE U.S.	MANGA TEAM AUTHORS, FUJIKO FUJIO, DISBAND. [TV] *"DAKISHIMETAI* (I WANT TO EMBRACE YOU)", *"NEW YORK KOIMONOGATARI* (NEW YORK LOVE STORY)", *"KYOUSHI NINBIN MONOGATARI* (STORY OF A ZEALOUS TEACHER)" [SLANG] DINKS, *KUU-NERU-ASOBU* (EAT SLEEP, PLAY)
	8	"D CUP NOODLE" GOES ON SALE		

YEAR	MONTH	EVENTS WITHIN NISSIN FOODS	EVENTS IN SOCIETY	SOCIAL TRENDS
1992 HEISEI4	9	UNCOOKED-TYPE NOODLES "NISSIN RAOH" GOES ON SALE	TSURUTA FOODS RELEASES THE KONNYAKU JELLY, "KONNYAKU BATAKE" SEIKO HASHIMOTO WINS BRONZE MEDAL IN THE WOMEN'S 1500 METER SPEED SKATE EVENT AT 16TH WINTER OLYMPICS IN ALBERTVILLE MIDORI ITO WINS SILVER MEDAL IN THE WOMEN'S SINGLES IN FIGURE SKATING	INTRODUCTION OF THE G-CODE PREPROGRAMMED RECORDING PROCESS FOR TV SHOWS [SONG] BEI BEI CLUB - *"KIMI GA IRUDAKEDE* (JUST AS LONG AS YOU'RE HERE)" [TV] *"ZUTTO ANATAGA SUKIDATTA* (I'VE ALWAYS LOVED YOU" [MOVIE] ANIME "PORCO ROSSO", *"KOORI NO BISHOU* (THE ICY SMILE)" [SLANG] *FUFUHIKO-SAN*, HUNGRY (AS IN AMBITIOUS)
1993 HEISEI5	8	"NISSIN'S GONBUTO" GOES ON SALE.	J LEAGUE OPENS AT THE TOKYO NATIONAL BALLPARK STADIUM MARRIAGE OF CROWN PRINCE NARUHITO TO MS.MASAKO ACOM INSTALLS THE FIRST AUTOMATED CREDIT/LOAN MACHINE DUE TO HURRICANE 7, THE KYUSHU AREA IS HIT WITH A CONCENTRATED DELUGE OF RAIN	POPULARITY OF THE BOOK *INOUKE NO HAZO* (THE INOUE FAMILY MYSTERY) BRINGS ABOUT A WHO-DUNNIT MYSTERY NOVEL BOOM [TV] *"DARENIMO IENAI* (CAN'T TELL ANYONE)" [MOVIE] "THE BODYGUARD" [SLANG] *RISTORA* (LAYOFFS), *SHIKATO* (COLD-SHOULDER), *SEIHIN* (PURE EVEN IN POVERTY)
1994 HEISEI6	9	"MEN NO TATSUJIN" GOES ON SALE.	THE ENGLAND-TO-FRANCE "CHUNNEL" IS OPENED (50 KM IN LENGTH). CHIAKI MUKAI, THE FIRST FEMALE JAPANESE ASTRONAUT, HEADS TO SPACE IN THE AMERICAN SPACE SHUTTLE. AUTHOR KENZABURO OE WINS NOBEL PRIZE IN LITERATURE.	THE PRINCE OF SONIC SPEED, AYRTON SENNA DIES IN F1 CAR CRASH. [MOVIE] "SCHINDLER'S LIST" [SLANG] *TEIKA HAKAI* (PRICE BREAK), *KO-GAL* (TRENDY GAL)
1995 HEISEI7	2	"NISSIN SPAOH" GOES ON SALE.	AWAJI, HANSHIN EARTHQUAKE DISASTER (MAGNITUDE 7.2) SUBWAY SARIN GAS INCIDENT OCCURS (TOKYO) HIDEO NOMO NAMED ROOKIE OF THE YEAR IN AMERICAN MAJOR LEAGUE BASEBALL (USA) "WINDOWS 95 JAPANESE VERSION" RELEASED.	COSMETICS PROMOTING WEIGHT LOSS ARE A BIG HIT. [MUSIC SYMBOL] SHARAN-Q - *"ZURUI ONNA (DEVIOUS WOMAN)"* [TV] *"DAICHI NO KO* (CHILD OF THE LAND)", *"HOSHI NO KINKA* (GOLD COIN OF THE STARS)" [SLANG] KAN KAN SETTAI (OFFICIAL'S' RECEPTION), LIFELINE
1996 HEISEI8	9	"NISSIN'S RAMENYASAN" GOES ON SALE	FRANCE CARRIES OUT NUCLEAR TESTS. JT RELEASES PEACH-FLAVORED PURIFIED WATER DRINK, *"MOMO NO TENNENSUI"* TERRORIST BOMBING INCIDENT AT ATLANTA OLYMPICS HOSTAGE CRISIS AT RESIDENCE OF JAPANESE AMBASSADOR TO PERU	NINTENDO 64 ENTERS GAME CONSOLE WARS. [SONG] AKEMI KAHARA - "I'M PROUD" [TV] "LONG VACATION" [SLANG] *JIMI-KON, HADE-KON* (MODEST WEDDING/GARISH WEDDING), *CHAPATSU* (BROWN-DYED HAIR)
1999 HEISEI11	11	INSTANT RAMEN INVENTION COMMEMORATIVE MUSEUM OPENS	ATMS INSTALLED IN CONVENIENCE STORES. FIRST RELEASE IN JAPAN OF STAMPS DESIGNED IN THE SHAPE OF A CIRCLE FIRST INCIDENT OF A NUCLEAR ACCIDENT IN JAPAN OCCURS AT TOKAIMURA (IBARAKI) FUKUOKA DAIEI HAWKS NUMBER ONE IN JAPAN FOR THE FIRST TIME.	TUROTADA OTOTAKE'S *GOJAI FUMANZOKU* (BODY UNSATISFIED) EXCEEDS 4,200,000 IN BOOK SALES [SONG] HIKARU UTADA - "FIRST LOVE" [MOVIE] "STAR WARS EPISODE I" [SLANG] REVENGE, *GUNGURO* (OVERLY TANNED: LITERALLY "BLACK-FACED")